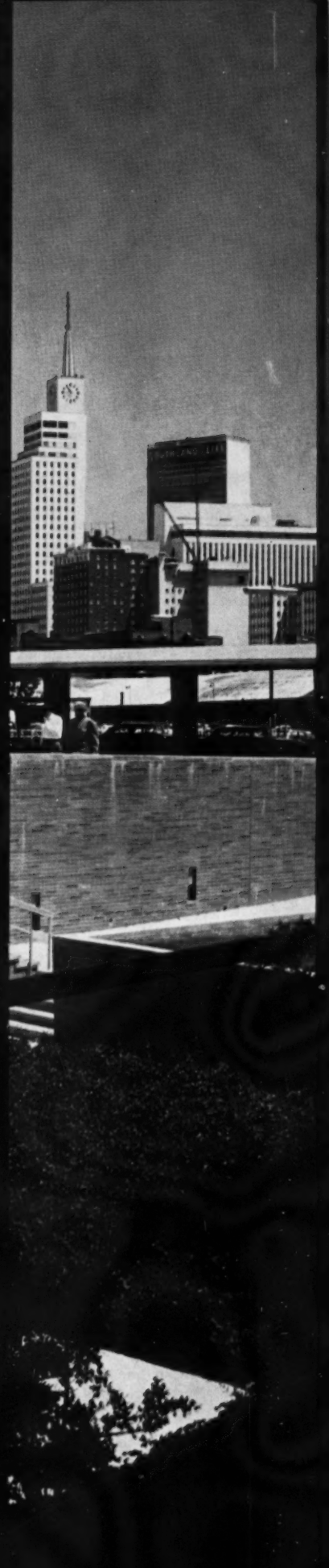




Dallas
JUNE • 1960





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CLUB**

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**Breeze into a
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90
BALL

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FOR YOUR DECORATING
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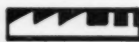






CATTLEMEN'S STEAK HOUSE

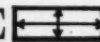

IN DOWNTOWN DALLAS



Left above: CHARLIE CARL AND HIS BAND who plays every evening from 6:30 to 10:30, is surrounded with colorful Cattlemen's Hostesses. Right above: Five Hostesses in Western Clothing with Cowboy Boots, Spurs, each carrying two Six-Shooters, and 31 attractive Waitresses add color to this unusual and different type Western Restaurant which seats 369 persons. Left below: The Branding Room showing one of its two charcoal broilers, and the 50 foot Lobby in the background to the right. Right below: The Sirloin Room showing Two Chimney Charcoal Broilers with Steak Display Cases, and a few of the large murals displaying the Grand Champion Cattle of the State Fair of Texas.

MR. MANUFACTURER  YOUR COMPLETE
PRODUCTS    THEIR COMPONENTS AND
PACKAGING  UNITS CAN NOW BE MADE OF

Plastic

WITHOUT PREVIOUS SIZE  SHAPE, VOLUME
AND GEOGRAPHICAL  RESTRICTIONS!

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Presses capable of turning out anything in size from a small creamer to a refrigerator with unmatched precision and volume.

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A dramatic new thermo-fusion process that gives you custom molding of unlimited size and shape to meet your exact specifications ... even if your product is as big as a car. Loma is one of only five manufacturers licensed in the United States by Spencer Company to use this process ... combining high strength, low cost tooling, lightness in weight, acid resistance, maintenance elimination as well as initial savings.

Loma's skilled personnel can help show you how plastic can open new vistas of sales never before offered in the Southwest ... at the same time reduce your production costs and increase your profit margin. If plastic is not the answer

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Precision facilities for packaging or product needs of irregular shape including "squeeze bottle" applications ... one ounce to 5 gallons. Regardless of your packaging problem, Loma's blowmolding service can help solve it.

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plan...it'll pay you to check with them!

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Dallas *Pioneers*



Established

1852 Caruth

Real Estate Investments

1869 The Schoellkopf
Company

Manufacturers and
Wholesale Distributors

1869 Padgitt Bros.
Company

Leather Goods —
Wholesale and Retail

1872 Dallas Transit
Company

City Bus Transportation

1874 Binyon-O'Keefe
Warehouse Co.

"Moving, Household Goods, and
Commercial Warehousing"

1875 First National
Bank in Dallas

Banking

1878 National Bank
of Commerce

Banking

1884 The Dorsey
Company

Printers — Lithographers
Stationers — Office Furniture

1889 Austin Brothers
Steel Co.

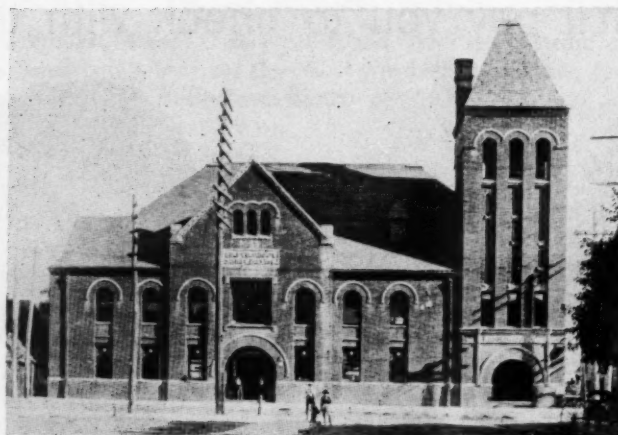
Steel for Structures of Every Kind

1890 William S.
Henson, Inc.

Advertising Printing

1893 Fleming &
Sons, Inc.

Manufacturers — Paper
and Paper Products



A main point of entry and departure for Dallas visitors of a half-century ago, the old Santa Fe Depot, shown in the above photograph, was located on Commerce at the foot of Murphy Street. A bustling Harvey House was one of the features of this establishment and enjoyed a wide local patronage. In that same era, 1908, Walter and C. A. Jones established the first cold storage plant in Dallas. Located in "outlying" territory in the 900 Block on Harwood, the original Pure Ice & Storage Co. plant has a capacity of 800,000 cubic feet. Now owned and operated by the Fred A. Kadane family, the Pure Ice & Cold Storage Co. has been expanded and modernized to its present capacity of 3,500,000 cubic feet. The steady development of refrigerated products and particularly the development of the frozen food industry has expanded present cold storage capacity in the nation to upwards of 900,000,000 gross cubic feet from a national capacity of 2,000,000 cubic feet in 1908, according to Sheffield A. Kadane, current president of the firm. Fred A. Kadane Sr. is Chairman of the Board of Pure Ice & Cold Storage. The three and one half acre plant site that was virtually virgin land in 1908 has become a part of the center of Dallas-teeming produce district of the present day.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1893 Sparkman-Brand
Inc. Morticians

Originally, Loudermilk,
Broussard and Miller

1896 Briggs-Weaver
Machinery Co.

Industrial Machinery
and Supplies

1902 Cullum &
Boren

Red Fox Athletic Uniforms
Wholesale and Retail Sporting Goods

1898 Praetorian Mutual
Life Ins. Co.

(Formerly The Praetorians)

1903 Smith's Detective
Agency

Burglar Alarm, Fire Alarm
Radio Patrol Service

1907 A. C. Horn &
Company

Commercial and Structural
Sheet Metal

1907 Smith-Perry
Electric Co.

Wholesale Electric Supplies

1908 Pure Ice & Cold
Storage Co.

Cold Storage

1911 W. W. Overton
& Co.

Investments

1914 Texas Employers
Insurance Ass'n.

Workmen's Compensation
Insurance

1915 Dallas County
Physicians &
Nurses Registry

Licensed and Bonded

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Advertising Manager

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JUNE • 1960

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST

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multi-purpose= maximum economy

Humble NEBULA EP-1 multi-use grease replaces several ordinary greases and gives you these economies:

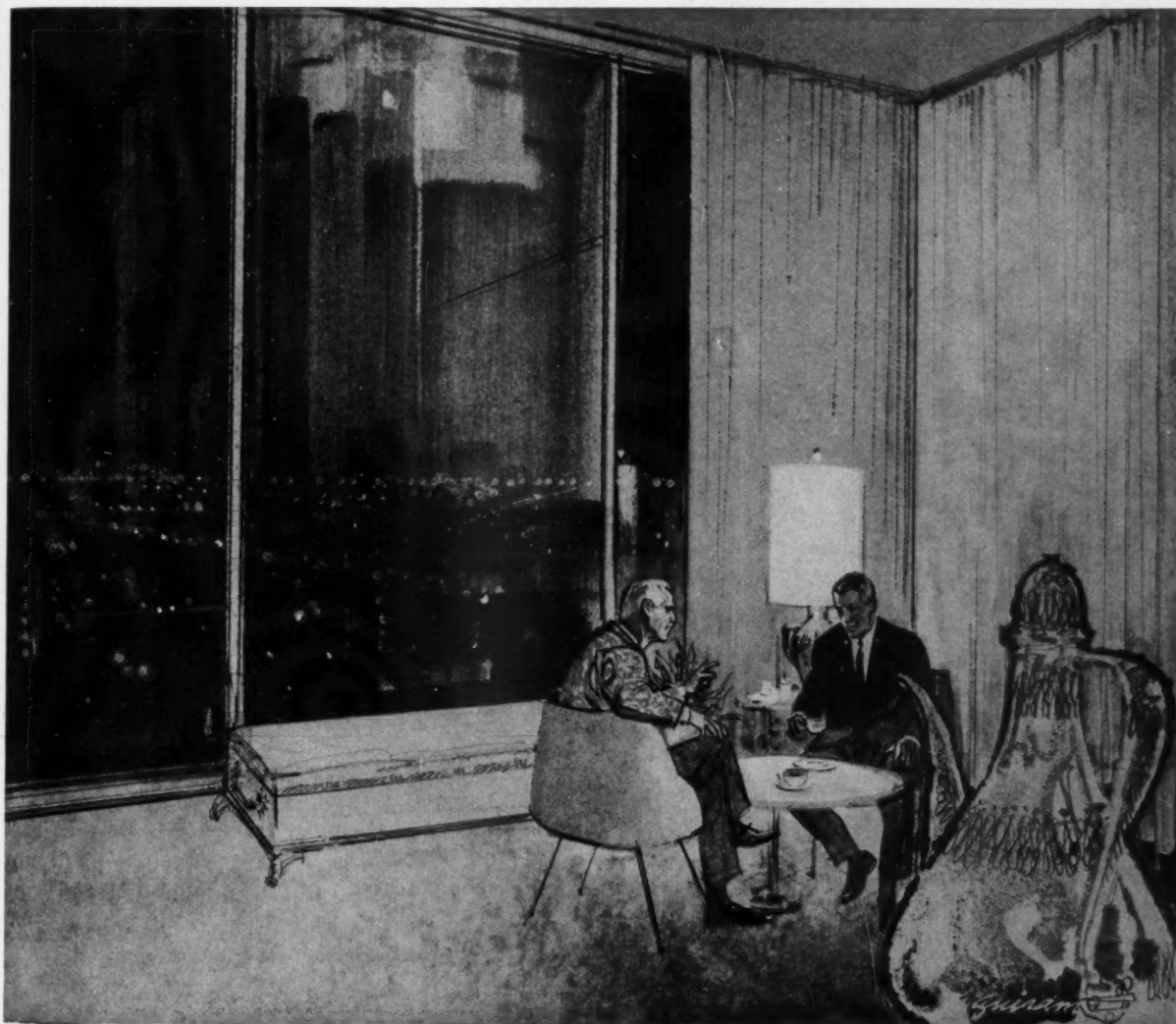
- You buy one grease in quantity—save on quantity discounts;
- Your storage requirements are kept to a minimum;
- Your record keeping and inventory are simplified;
- You always have the *right* grease handy.

NEBULA EP-1 is top choice for the tough jobs because of its exceptional resistance to the effects of heat, water, oxidation and heavy loads. Order NEBULA EP-1 from your nearest Humble bulk plant in Texas, New Mexico and Arizona. Other areas contact Humble Oil & Refining Company, Houston, Texas.

NEBULA[®] EP-1

is available in pails, drums and in handy cartridges.

HUMBLE OIL
& REFINING
COMPANY



"Paul, what's the best bank in Texas?"

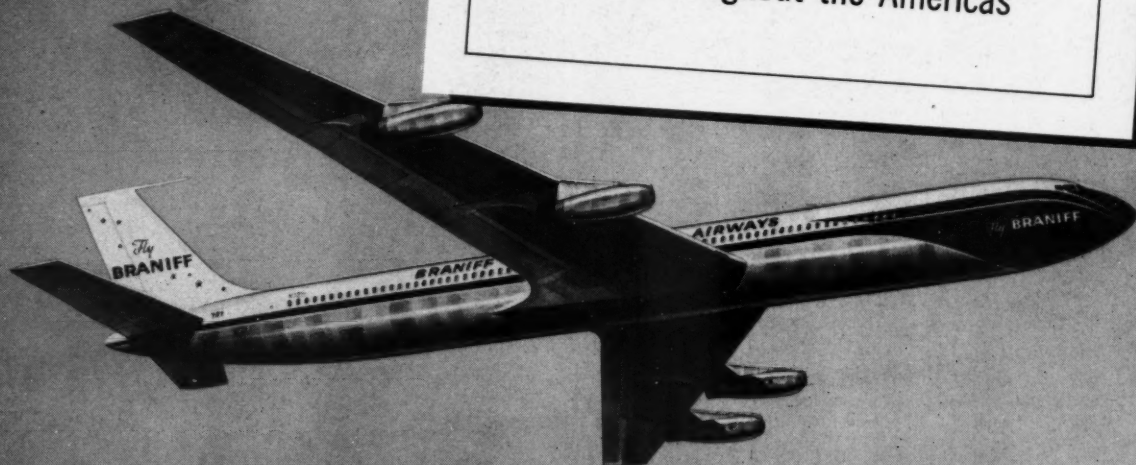
"We've proved to our satisfaction that Texas Bank & Trust Company of Dallas is the most helpful bank in Texas."

And Texas Bank is justifiably proud of the reputation for helpfulness that it has acquired with industrialists throughout this area. Texas Bank's Industrial Department earnestly strives to assist in every way with the many details, large and small, of corporate expansion, modernization and site selection. Such extraordinary service, by an experienced and thorough industrial specialist, is the basis for Texas Bank's reputation. We'd like to prove to you the merit of that reputation.

TEXAS BANK AND TRUST COMPANY OF DALLAS

PHONE RIVERSIDE 8-9141 / MAIN AND LAMAR / DALLAS, TEXAS / MEMBER F.D.I.C.

Braniff Airways is proud
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Story throughout the Americas



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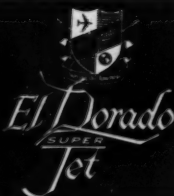
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**THE MOST MODERN FUNCTIONAL
HOTEL IN THE SOUTHWEST...**

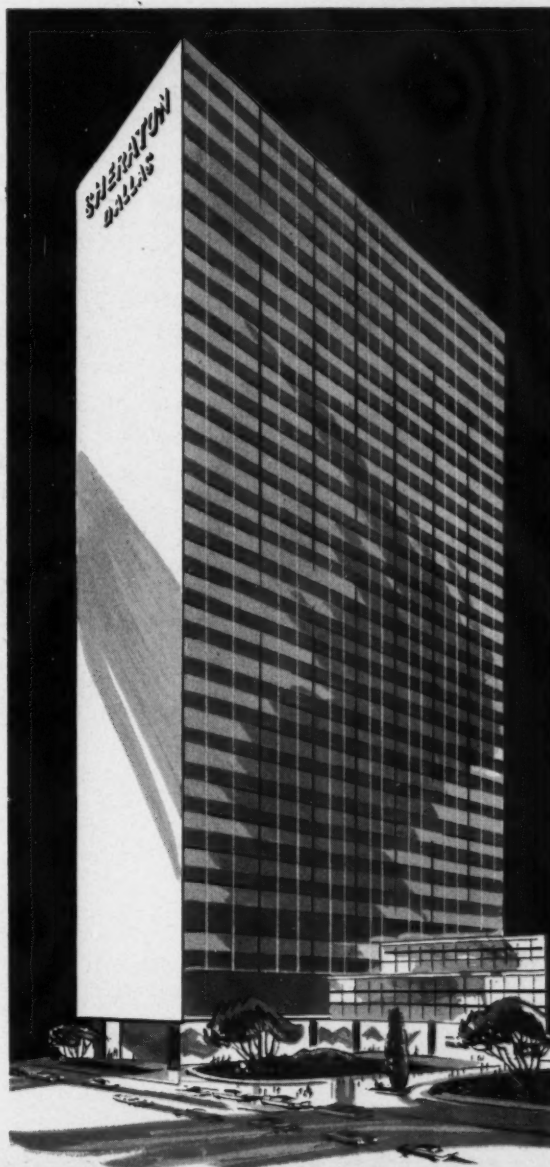
Designed for Conventions in Dallas...

Hub of Industry and Finance

The new Sheraton-Dallas Hotel is planned and staffed to accommodate today's progressive businessman . . . for conventions, multiple-meetings and private groups. The Sheraton Plans Group promises you an integrated, smooth-running program, whatever your needs may be. Facilities vary in size from private function rooms for 10 people to the grand ballroom which will accommodate more than 2000.

This modern sheath of mosaic beauty also features the finest cuisine, prepared by world-famous chefs.

Discriminating businessmen have given their hearty approval to the Sheraton-Dallas . . . located in the heart of Southwestern finance and industry.

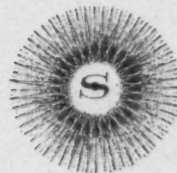


TYPICAL FUNCTION ROOMS provide privacy and luxurious furnishings for business meetings and parties.

LUXURY GUEST ROOMS have AM-FM clock radios, ice-making compartments and extra large closets . . . many have built-in TV.

THE GRAND BALLROOM—a grand ballroom in its fullest sense . . . seats more than 2000 at conventions . . . contains facilities for closed circuit TV.

the new **Sheraton-Dallas HOTEL**
LOCATED IN EXCLUSIVE SOUTHLAND CENTER...DALLAS





Firstmen have an all-weather mission

These men are officers of the First in Dallas — the bank that serves businessmen *anywhere*. Their mission: Post the nation on the business growth and opportunity that makes Dallas hum.

Firstmen keep distant firms ahead of the news on Southwestern markets and business attractions. To one faraway headquarters, they carry word of our labor supply and how it may affect the firm's Dallas branch. To another, they extend

the broad-range bank services needed to smooth a Southwestern expansion.

The First's officers and services are continually at work to help *local* business grow as well. For 84 years this businessman's bank has said "Yes" to Dallas business needs. Call us if you have use for the First's news and knowledge.

A *Firstman* will see you — right away!

FIRST NATIONAL BANK IN DALLAS

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to say Yes!

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DALE MILLER'S

WASHINGTON

REPORT



The Need of Electoral Reform

Presidential election years bring more clearly into focus, at least in the minds of thoughtful students of government, the pressing need for a simple but basic reform in our political system. The need has existed for many years, and is apparent in the machinations of professional politics on any given day, but it becomes more sharply delineated during the vigorously contested presidential campaigns every four years. The needed reform is the quondam Gossett-Lodge amendment, a proposal advanced some years ago to modernize the antiquated electoral system which now distorts the democratic processes involved in the election of the President and Vice President of the United States.

The name of the proposed amendment derives from its authors, Ed Gossett and Henry Cabot Lodge, who were then serving with distinction in the House and Senate respectively, and it has clung to the proposal through the years although both precursors left Congressional halls for other service. Mr. Lodge became the United States Representative to the United Nations; and Mr. Gossett achieved an even more estimable state: he became a citizen of Dallas.

It is presumably known to the American voters, though probably understood by relatively few, that their President and Vice President are elected not by the popular vote of the country but by the electoral vote of the States. Inasmuch as the electoral vote of each State is determined by its rank in population, the translation of the popular vote into electoral votes would appear to be nothing more than mathematical adjustment and thus without significance. But what is generally overlooked is the simple but vitally important fact that the electoral vote of each State is cast *as a unit* and that every citizen within that State is completely disfranchised if he did not happen to vote with the majority.

Consider, for instance, the case of New York, the State with the largest electoral vote — 45. The vote in each election is narrowly divided between Republicans and Democrats, one party and then the other emerging as the winner in close races. But what is at stake is not a mere margin of plurality; it is the State's entire vote. The victorious party may have polled only 51 per cent of the vote, and the losing party 49 per cent. But the electoral vote is not then divided 23 to 22, which would be proportionately fair to majority and minority alike. It is divided 45 to 0 — and that kind of a division in a single State can easily determine the winner of a presidential campaign encompassing the entire nation.

By contrast, consider the case of Mississippi, a State with a modest 8 electoral votes. It is expected to vote Democratic, of course, so neither the Democrats nor the Republicans waste any time or money in Mississippi. Neither party has a thing to gain under an electoral system which casts each State's vote as a unit. As long as the Democrats are going to get more than 50 per cent of the vote in Mississippi, it makes not the slightest difference whether they poll 51 per cent or 99 per cent. And, by the same token, as long as the Republicans are *not* going to get 50 per cent of the vote, it makes not the slightest difference whether they poll 49 per cent or 1 per cent. Both parties know that when the electoral votes are cast the Democrats are going to get 8 and the Republicans 0.

So if you have been wondering why the South is repeatedly bombarded with specious "civil rights" legislation and other political indignities, you need look no further for an answer. The professional politicians couldn't care less. Their appeal is to the volatile minorities in the heavily populated States — small minorities who can control the entire electoral votes of their States by being lured in one direction

or the other. It is a simple fact that neither party pays any attention to the vote of the banker in Birmingham or Atlanta. Under the electoral system, it is the truckdriver in Harlem whose political whim or prejudice must be assiduously courted. His is the vote that could swing it.

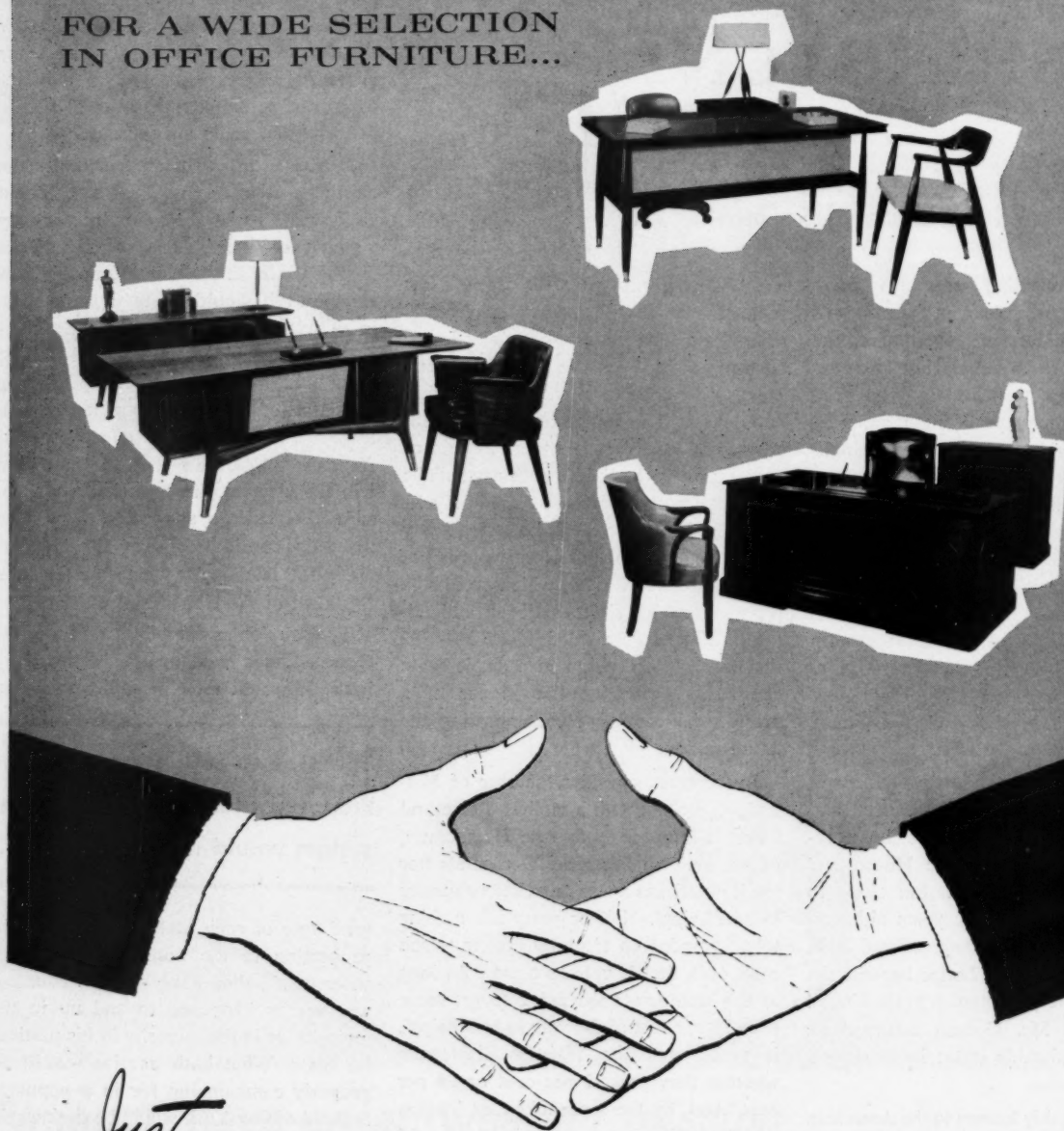
It is a disturbing truth that under the existing system one political party could easily win a national election by narrowly winning only a handful of the States among the 50 in the Union. Imagine how ridiculous it would be to contend that, in a Governor's race in Texas, the vote of each of the 254 counties should be cast as a unit. Merely by narrowly winning a handful of the heavily populated counties, a candidate could effectively disfranchise all of the rest of the State and win the election. It seems incomprehensible that such a suggestion would be remotely considered — yet that is precisely the method by which we elect the President of the United States.

The solution as offered by the proposed Gossett-Lodge amendment is simplicity itself. It would merely require the elec-

The Gossett-Lodge Amendment: Proposed change in our political system would correct inequities.

toral vote of each State to be divided in proportion to the popular vote. Every voter would then have his vote counted, whether he happened to end up in the majority or in the minority in his particular State. What both parties would be properly campaigning for in a populous State like New York would be the margin of victory, and not the utter totality which erases all opposition. The Republicans would be induced to campaign actively in normally Democratic States, and the Democrats to campaign actively in normally Republican States, because both would be assured that whatever gains they made would be counted when the electoral chips were down. The voter in the little State would become as important to the politicians as the voter in the big. And perhaps the masses of the American people would be able to assert a control of their political destiny, and escape the manipulations of the organized minorities that are now privileged, under the Constitution, to exploit them.

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IN OFFICE FURNITURE...



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SHAKE HANDS WITH A BENNETT'S MAN!

In Bennett's showroom, you will find row after row of office furniture samples representing the top quality lines in the country. From desks, chairs, filing systems—to ash trays, Bennett's "ONE LOCATION SHOPPING" has everything you need to outfit an office...or an entire organization.

Your Bennett's man can solve your office decorating problems quickly. Call RI 1-3201 for expert office planning counsel at no obligation.

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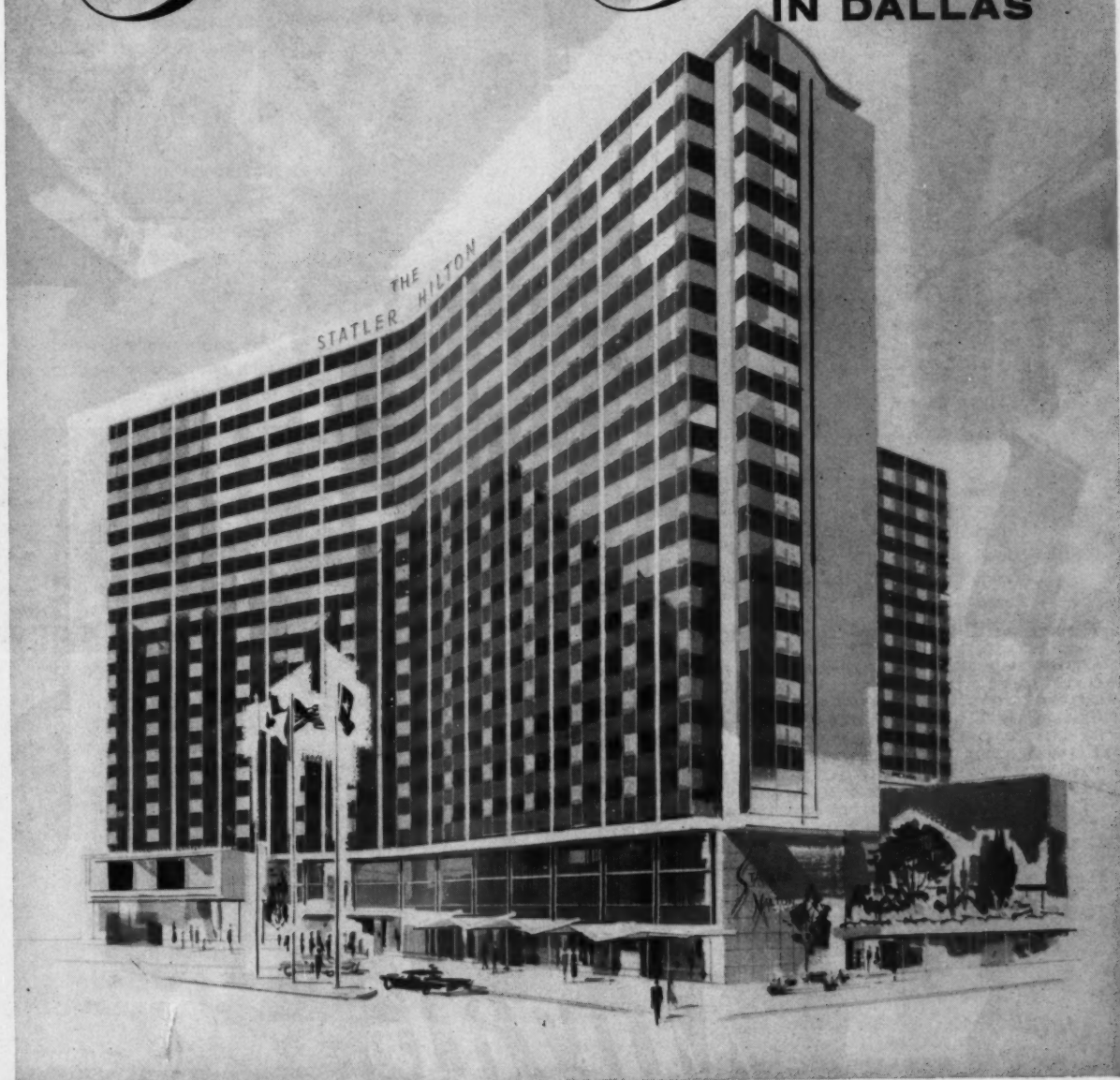
RI 1-3201



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THE *Statler Hilton* IN DALLAS



Your finest convention facilities ...

one of the FIRST

to install *Muzak*



TODAY



1945

Town and Country Restaurant

International flavor—both in epicurean delights and exotic atmosphere—charms the guests at Town and Country Restaurant. Selected as one of the top 15 restaurants in America, Town and Country is frequented by visiting stars of stage, screen and television whose pictures adorn the walls of this multi-room restaurant of rare beauty and charm. Owner Nick DeGeorge was one of the first to install MUZAK... in 1945 at DeGeorge's Restaurant on Commerce Street. When Town and Country opened in 1946, MUZAK* was a built-in feature for dining pleasure.

MUZAK* does so much for so many kinds of business. It is scientifically programmed—based upon time of day, place and type of employee activity. MUZAK* offers three types of programming—one for office workers, one for factory workers, one for hotels, restaurants, banks and public places.

Find out what MUZAK* can do for YOUR company. Call Tom Keese—Riverside 2-9257 today. No obligation, of course.



*MUZAK
Reg. U.S. Pat. Off.



147 PARKHOUSE
Riverside 2-9257

...makes the difference

Inside DALLAS

Businessmen here have long known that Dallas is No. 1 in Texas, in terms of growth and business leadership. Data just made available from the 1960 Census of Population and the statistics from the 1958 Census of Business prove this beyond all doubts in this month's lead story on page 20. No matter how you look at it, Dallas is "Tops In Texas!"

★

With the huge Elks Convention and many other large national meetings about to come to the city, DALLAS takes conventions as its June theme. Beginning on page 29 is a series of stories on glamorous Dallas hotels and motels, the decorators who service conventions, an article on many of the upcoming meetings and what they will mean to Dallas and a behind-the-scenes look at the methods used by the Dallas Chamber in luring conventions.

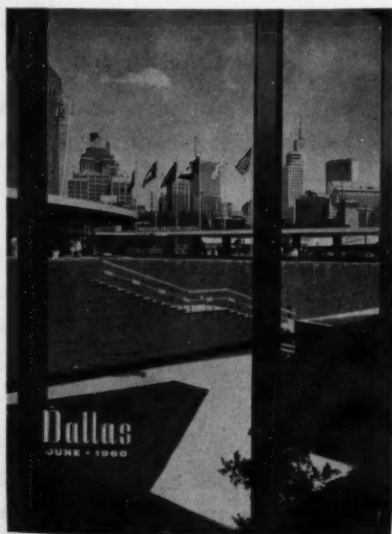
★

"Dallas—A Wonderful Place" on page 38 is this month's article from the Industrial Dallas series.

★

Visitors to the new offices of the Dallas Chamber have praised the handsome offices and the fine collection of pictures on the wall panel in the Reception Area. A picture story on the new offices is on page 42. Pictures from the Chamber exhibit on page 44.

This month's cover, showing the flags flying at Dallas Memorial Auditorium with the Dallas skyline in the background was taken by Dallas photographer Ed Miley.



How to Explore Space and Get Valuable Data!

For meeting and convention-planners Hotel Adolphus has a *Space Program*. It's all about *meeting space*. Seventeen meeting spaces, by actual count! And if you're in charge of planning, putting on, or pulling off a meeting, you'll be glad later on if you explore *all of them now!*

There's nothing—well, *almost* nothing—our Sales Department likes better than taking people like you on personally-guided space trips. They like to help *all the way* through your meeting—until the last delegate uses up the right half of his round-trip ticket.

Give them a few minutes and you'll learn many useful things about how to go about planning your next meeting. Besides, you'd have a hard time finding a better selection—or a bigger one—of meeting spaces anywhere else in Dallas. And where else but at The Adolphus could you find 1,250 guest rooms under one roof?

Before starting to get your next meeting "off the ground" call Fred Brown or George Smith, at Riverside 7-6411 — and tell 'em you want to *explore* a little space with them.

Hotel  dolphus

H. H. (Andy) Anderson
Managing Director

Dallas, Texas

**Census Data Prove,
No Matter How You
Measure Growth And
Economic Leadership,
Dallas Is...**

TOPS

IN TEXAS

Texas' Largest Metropolitan Areas

1,234,868

HOUSTON

1,074,756

DALLAS

683,262

SAN ANTONIO

571,675

FORT WORTH

Sources: 1960 Census of Population

Dallas ranks No.1 in Texas.

Data just made available from the 1960 Census of Population and from the 1958 Census of Business emphasize the continuing lead of Dallas in significant economic and growth indicators.

The Dallas leadership among Texas centers is diversified:

Fastest-growing Central County of the four major Texas metropolitan areas.

Leading Central County, and leading Metropolitan Area, in total wholesale sales.

Leading Central County, and leading Metropolitan Area, in total bank deposits.

Leading Central County, and leading Metropolitan Area, in retail sales per capita of the four major centers.

Leading Metropolitan Area in total volume of selected service trades' receipts.

Leading Metropolitan Area in total manufacturing employment and in number of manufacturing establishments.

The list could be expanded to include postal receipts, air passengers, mail and cargo, bank clearings and debits, outstanding bank loans and many other economic barometers which would prove Dallas to be No. 1 in Texas. Of course, this leadership, in many categories, also encompasses the entire southern half of the United States east of Los Angeles.

Latest statistics to bolster Dallas' national reputation were the preliminary totals from the 1960 Census of Population, as announced by Regional Census Director James W. Stroud:

Dallas Metropolitan Area — 1,074,756.

Dallas County — 943,500.

City of Dallas — 672,029.

L. T. Potter, president of the Dallas Chamber of Commerce, pointed out, "These figures provide factual evidence of the tremendous growth of Dallas during the past 10 years, and they spotlight several important milestones for Dallas:

"(1) Dallas County was the fastest growing of the four major metropolitan counties of Texas during the 1950's;

"(2) Metropolitan Dallas has officially passed the million mark in population;

"(3) Dallas is now the 14th largest city in the United States."

In 1950 Dallas County, which was then the Metropolitan Area, included only 614,799 persons. The City of Dallas had a population of just 434,462.

RATE OF GROWTH

CENTRAL COUNTY 1950-1960



DALLAS

53.5%



HOUSTON

53%



FORT WORTH

48.7%



SAN ANTONIO

36.5%

Source: U. S. Department of Commerce,
Bureau of the Census.

Because of varying procedures for annexation and because of the addition of counties to several of Texas' standard metropolitan areas, statisticians agree that the most valid growth indicator for the period 1950-1960 is that of the Central County of the various metropolitan areas, an area that has not changed since 1950.

In this important category, Dallas led the four major centers of Texas with a growth rate of 53.5%, followed by Harris

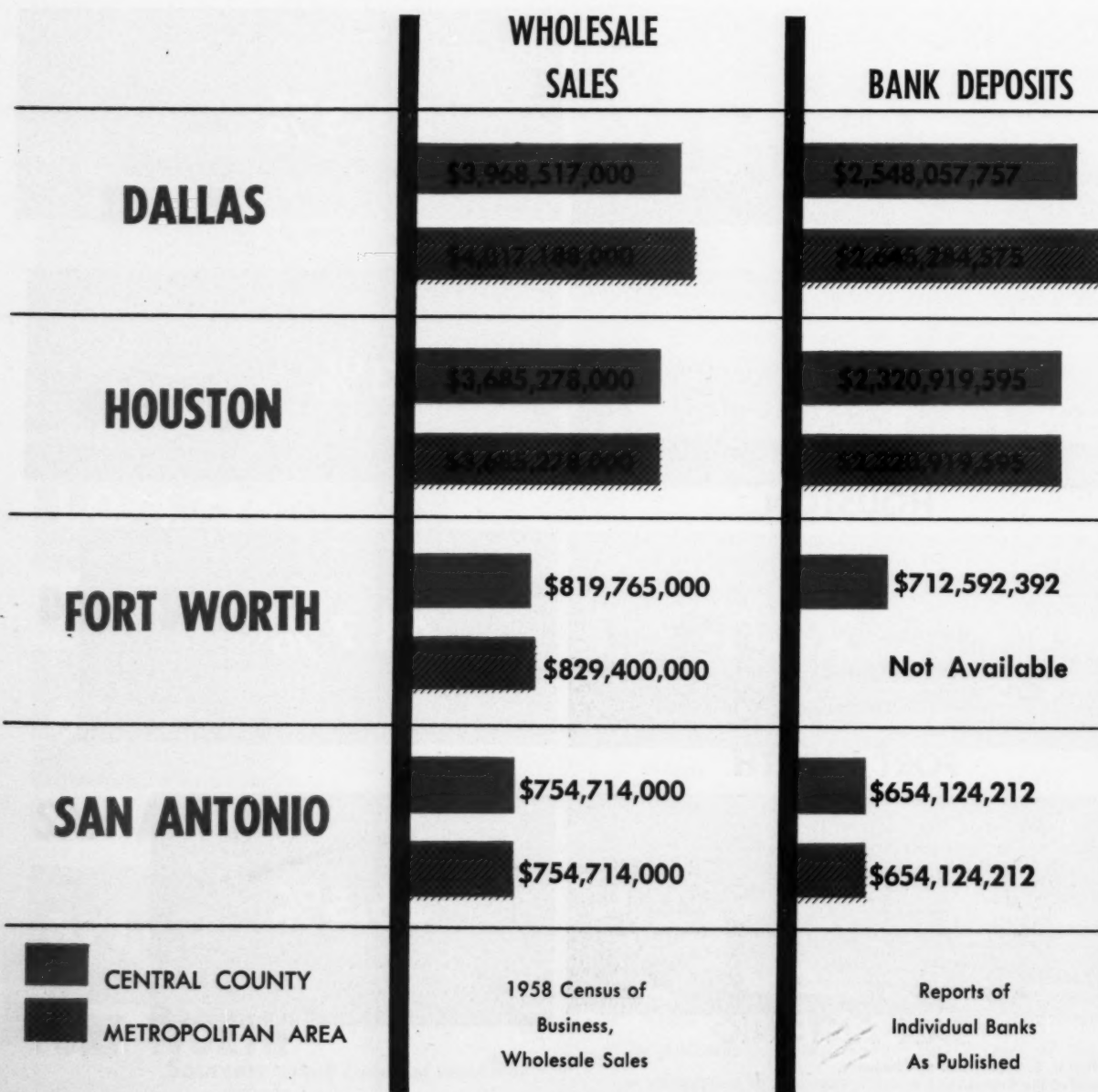
County (Houston) with 53%, Tarrant County (Fort Worth), 48.7%, and Bexar County (San Antonio), 36.5%.

This growth rate means that Dallas added 328,701 persons to the county between the 1950 Census and the preliminary count for 1960.

Other leading Texas counties and their preliminary population totals:

Harris — 1,234,868

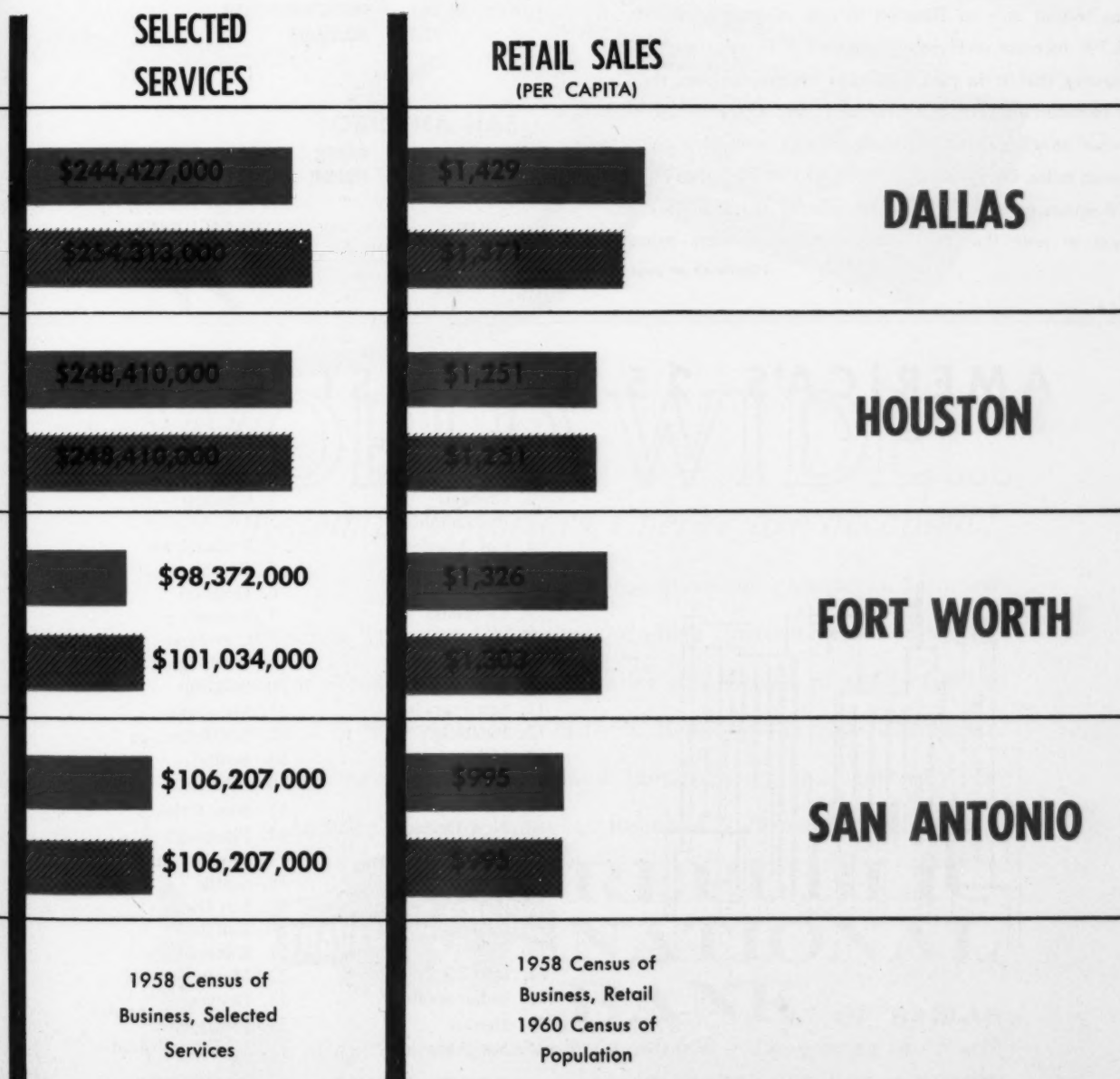
DALLAS Outranks All Texas Cities As A Business Center,



Bexar — 683,262
 Tarrant — 537,263
 El Paso — 310,338
 Jefferson — 243,693
 Nueces — 220,049
 Travis — 201,201
 Hidalgo — 179,581
 Cameron — 149,901

Although the Dallas Metropolitan Area actually passed the million mark in population early in 1959, the 1960 Census gave the first official indication of this fact, with its preliminary count of 1,074,756 for Collin, Dallas, Denton and Ellis counties. By its own growth, and by the expansion of commuting which brought three other counties into the area, the Dallas Metropolitan Area has achieved a population increase of 459,957 since 1950. This is a larger actual growth than was achieved by any other Texas area.

No Matter What Economic Measure Is Used.



Other leading standard metropolitan areas in Texas and their preliminary population totals:

Houston — 1,234,868
 San Antonio — 683,262
 Fort Worth — 571,675
 El Paso — 310,338
 Beaumont-Port Arthur — 303,567
 Corpus Christi — 220,049
 Austin — 201,201
 Lubbock — 155,485
 Waco — 148,744

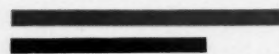
The City of Dallas, with a net growth of 237,567 persons, was second only to Houston in rate of growth, showing a 54.7% increase in Houston's 56.4%. It is only fair to note, however, that in the period between the two censuses, the City of Houston annexed a total area of 192 square miles, while Dallas' annexations for the same period amounted to only 159 square miles. On January 1, 1960, the City of Dallas included 278 square miles, while Houston included 353. It is also significant to note that the Dallas annexations were primarily

(Continued on page 90)

TEXAS MANUFACTURING

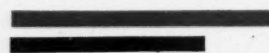
DALLAS

96,044
1,756



HOUSTON

92,782
1,744



FORT WORTH

56,341
788



SAN ANTONIO

20,086
566



■ EMPLOYED IN MANUFACTURING
 ■ MANUFACTURING ESTABLISHMENTS

Source: U. S. Department of Commerce
 1958 Census of Manufactures

AMERICA'S 25 LARGEST CITIES



1950	1960*
1. New York City	1. New York City
2. Chicago	2. Chicago
3. Philadelphia	3. Los Angeles
4. Los Angeles	4. Philadelphia
5. Detroit	5. Detroit
6. Baltimore	6. Houston
7. Cleveland	7. Baltimore
8. St. Louis	8. Cleveland
9. Washington	9. Washington
10. Boston	10. St. Louis
11. San Francisco	11. Milwaukee
12. Pittsburgh	12. San Francisco
13. Milwaukee	13. Boston
14. Houston	14. DALLAS
15. Buffalo	15. New Orleans
16. New Orleans	16. Pittsburgh
17. Minneapolis	17. San Antonio
18. Cincinnati	18. Seattle
19. Seattle	19. San Diego
20. Kansas City	20. Buffalo
21. Newark	21. Kansas City
22. DALLAS	22. Memphis
23. Indianapolis	23. Denver
24. Denver	24. Cincinnati
25. San Antonio	25. Atlanta

*Rankings from preliminary census figures.



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Dallas' Stake In Adequate Local Air Service

by W. J. Brown

(Editor's Note: W. J. Brown, a former Chairman of the Dallas Chamber of Commerce Aviation Committee, is now Chairman of a special Southwestern Area Local Air Service Case Subcommittee. In this article, Mr. Brown outlines the big stake which Dallas has in the outcome of this new Civil Aeronautics Board proceeding.)

Dallas has interests in the national and world markets which are growing spectacularly, but trade with other communities of the Southwest is still the dominant factor in the Dallas economy. In fact, it would be economic suicide for Dallas to neglect its business ties with the other communities of the Dallas Southwest.

These basic truths explain the comment of Stanley Marcus several years ago when he was chairman of the Dallas

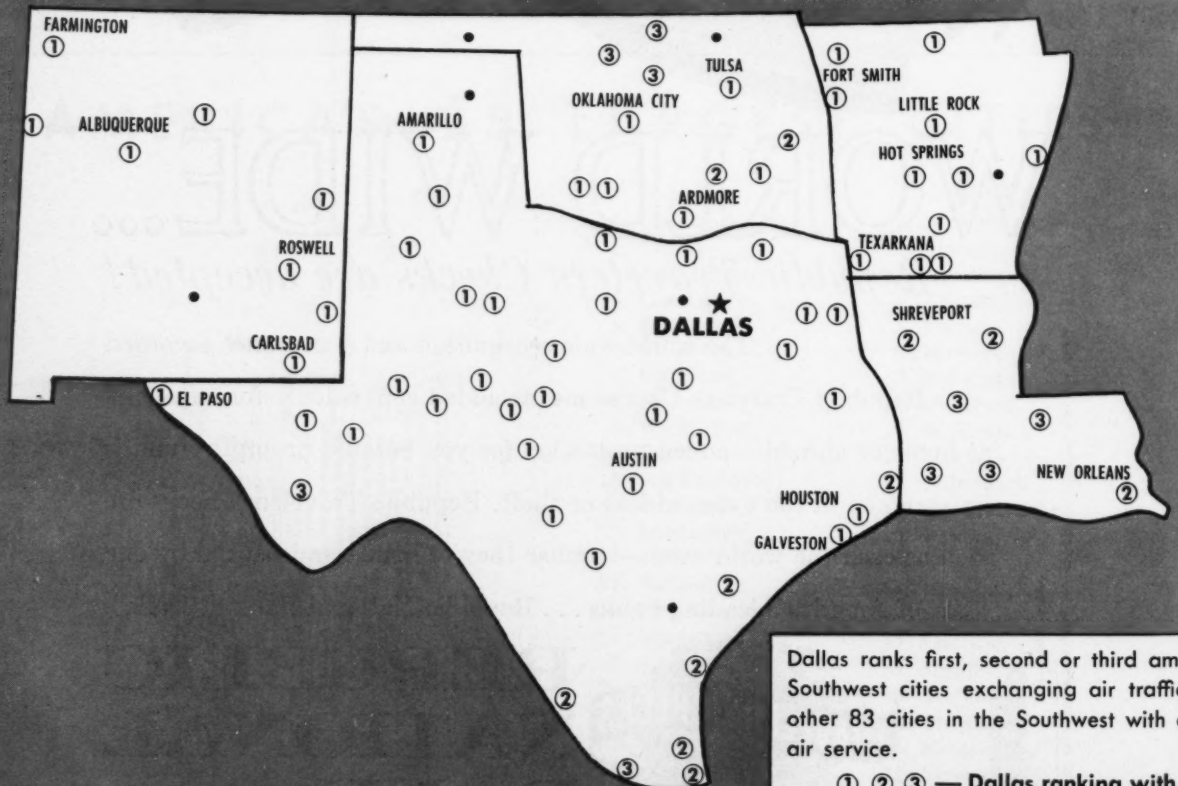
Chamber of Commerce Aviation Committee:

"If Dallas had to lose either its trunkline air service or its feeder airline service, I would surrender our trunkline service."

Of course, Dallas has never entertained the thought of "surrendering" any of the air services which have been developed to accommodate the needs of Dallas-generated air traffic. Mr. Marcus was merely emphasizing the fact that the local air carriers—the "feeder" airlines as they are more frequently called—are the vital arteries of trade in Dallas' primary market area.

In this era of air transportation, the big jets which serve Dallas' long-haul markets, and the turbo-props and the DC-6's and -7's which serve the high-density intermediate markets, are the center of interest for the average layman. Their importance to a diversified business capital like Dallas can not be over-emphasized. But neither can we forget the importance of the local

Southwestern Air Service



service air routes—sometimes thought of as the “milk run” routes—which make possible the two-way movement of persons and property between Dallas and many of the key trade centers of the Southwest.

More than 40 trade centers in the 5-state primary market area of Dallas have air service with Dallas by local carriers exclusively. Many of these other communities now have no rail passenger service with Dallas, and a number of them have no direct single-vehicle bus service with Dallas. If the merchant in one of these cities needs to come to Dallas to buy merchandise for his store; if the doctor in one of the other cities wants to bring his patient to Dallas for specialized medical/hospital care; if the housewife in one of the other cities wants to come to Dallas for special shopping; or, if the Dallas banker, distributor or insurance executive wants to call upon customers in these other cities—it's a choice between a long, tiring automobile drive or a DC-3 flight on one of the feeder airlines.

The fact that Dallas is the No. 1 traffic-generating station on each of the feeder airline systems serving Dallas suggests the importance of this type of air service to Dallas.

Central Airlines is a local service carrier, extending from its headquarters in Fort Worth through North Texas, Arkan-

sas, Oklahoma, Colorado, Kansas and Missouri. The Central system is anchored on the north at strong terminals—Denver, Kansas City and St. Louis. But Central gets more passengers at Dallas than at any other point on its system.

Trans-Texas Airways, with headquarters at Houston, is the other local service carrier with the right to operate at Dallas. Its system extends from El Paso to Memphis, and from Midland to New Orleans, and it also has access to such markets as Houston, San Antonio, Fort Worth, Little Rock, Shreveport and Jackson, Miss. But Dallas is the station at which Trans-Texas gets more business than anywhere else.

Continental Airlines, a trunkline, operates the local service route which it purchased from Pioneer Airlines several years ago. Its local service route extends through Central Texas, West Texas and Southern New Mexico, with access to such markets as El Paso, Fort Worth, and Houston. But Continental also boards more passengers for its feeder airline route at Dallas than at any other station.

Dallas' position on each of the feeder airline routes is solid evidence that the economic makeup of Dallas simply gives it a greater need for this type of transportation than the other cities have. It reflects the fact that Dallas' principal business is selling and serving the Southwest and that, therefore, more people and goods have to move, in a two-way flow, between Dallas and the other trade centers of the Dallas Southwest.

All of this pattern of local air services is subject to revision in the newly instituted Southwestern Area Local Service Case before the Civil Aeronautics Board.

Exhibits in this case will be exchanged July 1. The field hearings for the benefit of the public parties are scheduled to begin on September 27, with sessions in Dallas, Houston and Amarillo. The airlines will present their testimony in Washington sessions of the hearing. In all probability, the Examiners' hearing will run until the end of the year. A final decision in the case can hardly be expected before the end of 1961.

The geographical area of the case extends from El Paso to Albuquerque, to Denver; from Denver to Amarillo, to Oklahoma City, to Tulsa; from Tulsa to Little Rock, to Shreveport, to Beaumont-Port Arthur.

Central and Trans-Texas are applicants for additional routes, which would serve a number of other Southwestern cities. They have competitive applications for a number of the West Texas/New Mexico cities which are now served by Continental

on the old Pioneer route. The question of whether a trunkline should be suspended, and a feeder airline substituted, is an issue in a number of important markets such as Wichita Falls.

Ozark Airlines, an important local carrier based at St. Louis, is an applicant for a new route which would extend through Oklahoma and terminate at Dallas. If its application is granted, Ozark would become the first local carrier to enter Dallas since Central Airlines received its certificate in the late 1940's.

Also at issue in this proceeding is the public interest requirement for competitive air routes in several of Dallas' major markets. These include the Dallas-Houston and Dallas-San Antonio markets, in which Braniff is the only carrier now holding un-restricted operating rights. Trans-Texas is an applicant for non-stop rights between Dallas and both Houston and San Antonio—but so are several trunklines, including American, Continental, Delta, Eastern and Western. Central seeks un-restricted non-stop rights between Dallas and Oklahoma City. Each of the feeder airlines also seeks flexible operating authority which would enable it to “skip-stop” on its system, to provide express or limited-stop schedules between the cities with the heaviest traffic flows.

Space permits only a suggestion of the complex issues included in this proceeding. The number of issues, and the number of parties to the case, are certain to make this a difficult-to-manage proceeding.

Further, the case is long overdue. One of the dockets consolidated in the Southwestern Area Case is No. 6201, an application filed by the City of Dallas and Dallas Chamber of Commerce on June 30, 1953. The Dallas application in Docket No. 6201 contemplated a region-wide review of local air service needs—but none of us expected that the CAB would wait seven years before ordering it.

Dallas' big stake in this proceeding requires that we give it as much attention as we have given the trunkline cases in which Dallas sought competitive air services for its major markets.

The City of Dallas and the Dallas Chamber of Commerce will jointly present the evidence and testimony designed to show the Examiner the economic character of Dallas, and to demonstrate why the air service patterns authorized between Dallas and the other trade centers of the Southwest are so important to the economic well-being of all these other cities as well as Dallas.

LEADING SOUTHWESTERN AIR CENTERS

These seven cities lead in number of originating-terminating passengers exchanged with each of the 84 Southwestern cities authorized for scheduled airline service. The centers and the number of other cities with which they are first in number of passengers exchanged:

DALLAS	56
Houston	11
New Orleans	6
Tulsa	4
Oklahoma City	3
San Antonio	2½
Fort Worth	1½

CONVENTION BOOM AHEAD

Large and Small, National and Regional Conventions

Flock to Dallas

Dallas is now moving rapidly into the greatest convention boom in its history. More and more of the huge national groups — and the smaller ones, also — are choosing Dallas. The trickle of big convention names that began coming into Dallas with the completion of the Memorial Auditorium and the new hotels has now developed into a steady flow.

These many new conventions mean money in the pockets of Dallas businessmen — and big money. The convention business which realized some \$16 million to the Dallas economy in 1950 will amount to approximately \$70 million in 1960. Future years will mean even more millions to Dallas, with the average convention delegate spending \$35 a day for the average 3.84 days he is in Dallas.

Surveys have shown that this money is spread throughout the entire economy of the city, with all phases benefiting.

The almost simultaneous announcement last month that the American Le-

gion would hold its 1964 national meeting here and the Southern Baptist Convention would meet in Dallas the following year added momentum to a convention bandwagon that has put Dallas among the national leaders in this field.

But Dallas won't have to wait for the Legion's 30,000 and the Southern Baptist's 25,000 to play host to and profit from a major national convention. The big ones are scattered throughout the coming months — and the next one is almost on us.

In early July, the B.P.O. Elks will bring 10,000 to a national convention. In November comes the National Association of Real Estate Boards with over 5,000 and next February will see the National Rural Electric Cooperative Association bringing 8,000 to Dallas. The list could be continued through the months into 1965 and beyond.

There are smaller meetings mingled with the large. In fact, during the next two years, a grand total of 181 convention has already been scheduled for Dallas — a pace of almost two a week that will increase as more conventions are added.

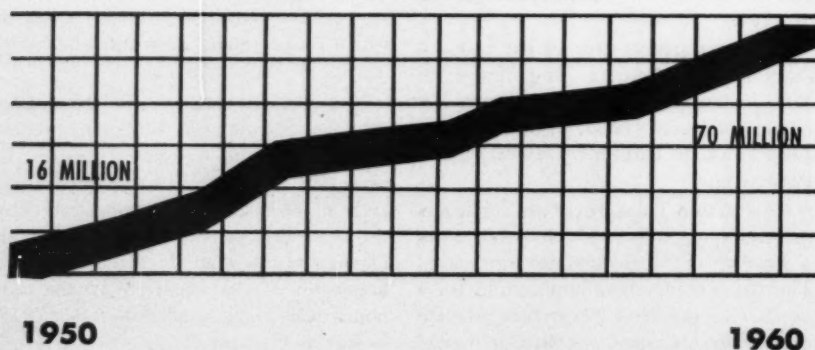
These national groups that have selected Dallas—some for the first time—include many familiar names and represent all fields. In addition to those already named, a sample of others headed for Dallas includes the General Assembly of the Presbyterian Church, American Rocket Society, National Association of Insurance Agents, American Gas Association and Southern Medical Association, all in 1961; National Concrete Masonry Association, American Institute of Architects and Civitan International in 1962; American Institute of Mining, Metallurgical and Petroleum Engineers, Presbyterian Church Assembly Men's Council, International Association of Ice Cream Manufacturers and American Bottlers of Carbonated Beverages in 1963.

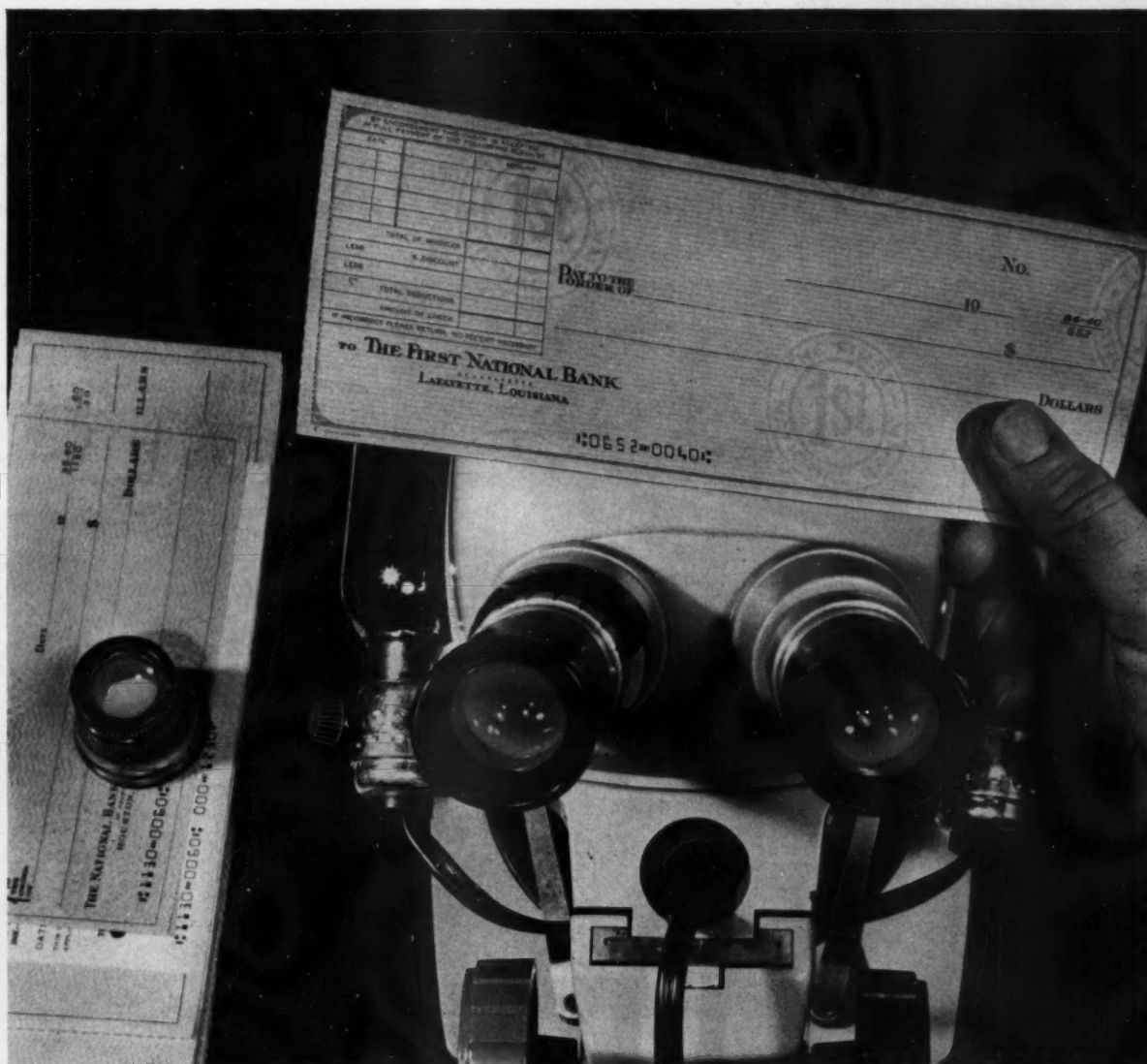
In addition to these conventions are those state and regional meetings that have selected Dallas as a permanent convention site. Among these are Texas Cotton Ginners Association and the Society of Petroleum Engineers.

Then add to these many conventions the many trade shows that regularly come to Dallas and the growing picture of Dallas visitors gets even more crowded.

Conventions are big business in Dallas today—and they will be even bigger tomorrow.

DALLAS CONVENTION BUSINESS





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Exhibit Space and Service

Dallas leads in size and scope of facilities and know-how in staging markets, trade shows and conventions.



Artists of John P. Bounds & Son, under the direction of Vic Klein, putting the finishing touches on a section of the Dimensional Mural used as a stage backdrop in the 1960 Greater Dallas Planning Council Annual Banquet held at the Baker Hotel.

Superior modern exhibit space and trade show facilities are helping to push Dallas ahead in national and regional competition for major conventions, trade shows, sales meetings and market events. Dallas is moving up rapidly as one of the nation's leading market and trade show centers. Almost twenty of the 52 weeks in 1960 will be filled by recurring market seasons and trade shows in Dallas.

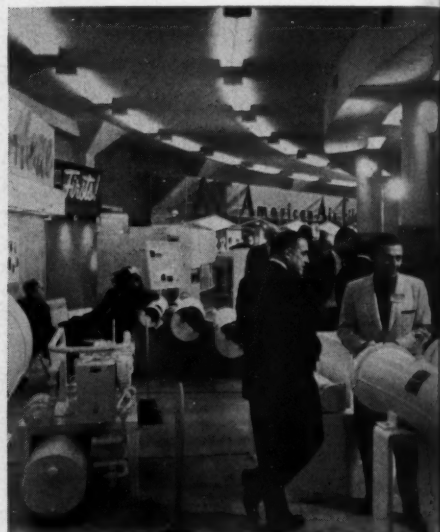
Extensive modern exhibit space and modern exhibit service, along with modern hotel accommodations, are major essentials that determine the location of national conventions and trade shows. Dallas' new position as an exhibit center gained tremendous impetus with the opening of Memorial Auditorium. Improvement and additions to exhibit space in major hotels and new market centers have

added broad new dimensions to Dallas as a major exhibit center.

Just ten minutes from downtown Dallas, State Fair Park has six modern exhibit buildings with a total of 342,000 square feet, with 90,000 square feet of this space air-conditioned. Fair Park also has free parking facilities for 12,000 cars. Dallas Memorial Auditorium has 110,000 square feet of air-conditioned exhibit space and a 1,000 car parking lot.

Added to these facilities are Trammel Crow's new Market Hall with 67,000 square feet of air-conditioned exhibit space and ample parking facilities. Dallas presently has more than a half-million square feet of exhibit space that could be assembled for the largest national trade shows. What is bringing a tremendous amount of trade show and sales meetings

Shown below are visitors viewing technical exhibits in Dallas Memorial Auditorium during recent convention of the American Society of Heating, Refrigerating and Air-Conditioning Engineers.



Lower photograph shows scope of major exhibits on Main Floor of Dallas Memorial Auditorium during large trade show.

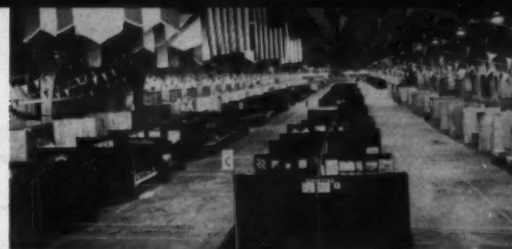


to Dallas is the flexibility of its major hotels and exhibit building operators in being able to put together large or small exhibit space packages for trade shows, markets and sales meetings and provide decorating service on a par with the best in the nation.

Promotion, production and physical plant are three major ingredients of successful trade shows and exhibits that give Dallas advantages over competing cities. Coordination between the Convention Department of the Dallas Chamber of Commerce, executives and sales staffs of Dallas' major hotels and the staffs of Dallas' major market centers, keeps major trade shows and markets running smoothly and customers flocking into Dallas. Dallas' major decorating firms are

tives in Dallas, Buck Freeman pointed out: "The company-sponsored trade show or convention exhibit is receiving increased attention as a method of presenting the entire corporate story, in addition to introducing new products and making contacts."

As one example of this trend he cited the fact that more than 85 percent of exhibitors in the May, 1960 Southwestern Metal Exposition in Dallas featured custom-made exhibits rather than standard booths with tables and risers for product samples and literature. Buck Freeman also noted that few exhibitors in any industry today rely on "plain vanilla" product exhibits. He points out that competition for attention is introducing new techniques in lighting, color, animation and product



The photograph above shows massive booth display of 452 booths produced for Circle 10 Boy Scouts of America by Southwestern Decorators at Fair Park.



Full color art and photography illustrate the technical products of Hermetic Seal Transformer Company in this exhibit built by Freeman Decorating Company for Western Electronic Show meeting.



National Association of Retail Grocers Convention in Dallas this month brought one of major food shows in nation. Shown above are exhibits in a section of Memorial Auditorium during NARGA Meeting. Attendance this year set an all-time record.

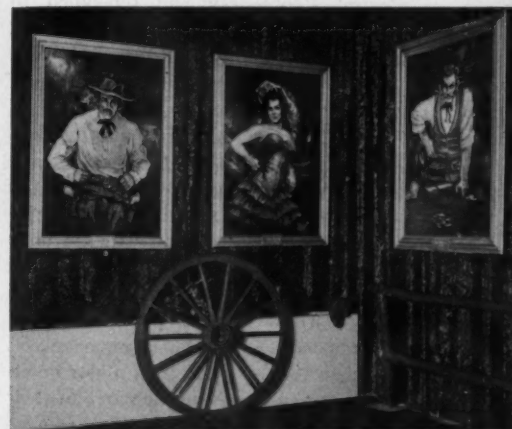
providing top flight service for these events.

The growth of Dallas' major exhibit facilities, and increasing national competition among cities in building large exhibit halls, points up the growing complexity and importance of exhibits and trade shows. This is growing more and more into "big business" and the competition and the size of Dallas' principle exhibit forms is another indication of this trend.

The modern exhibit is becoming a "corporate status symbol," according to D. S. "Buck" Freeman, president of the Freeman Decorating Company of Dallas. At a recent meeting of association execu-

demonstration, and exhibitors are demanding a high degree of visibility and showmanship to increase traffic and buyer impressions. In addition exhibit buyers are demanding displays designed for repeat use and ease in handling and shipping.

Perhaps the largest exposition contractors in the Southwest, Freeman Decorating Company service includes a complete design and art department, carpenter shop, lettering shop and permanent staff of 17 employees. Dallas conventions and events serviced by Freeman in 1960 include: Texas Hospital Association, Southwestern Home Show, Southwest Automotive Show, National Association of



Three of the West's most infamous gunslingers—John Ringo, Pauline Cushman and Doc Holiday are subjects for color portraits by Helen Anderson, artist for Freeman Decorating Company, for Western Settings made for Dallas convention.

Electrical Distributors, Southwestern Metal Exposition, Texas Funeral Directors and Embalmers Association, Southwestern Paint Convention, American Institute of Industrial Engineers, Texas Drive-In Theatre Association, All Texas Beauty Show, The Southwestern Furniture Market and others.

A recent project of another important

(Continued on page 88)

DELUXE MOTELS ADD NEW DEMENSIONS

Dallas Is Building Major Units At a Fast Pace in All Directions

Deluxe motels, built around glamorous swimming pools and surrounded by landscaped acres, provide another dimension in accommodations for Dallas' convention and trade show visitors. Extending out beyond the Central Business District, north, east, south and west, Dallas' major motels provide banquet halls, public rooms for sales meetings, deluxe dining facilities and complete hotel service.

The announcement of a 300-room addition, doubling the size of the Marriott Motor Hotel, now being built across from the Master Market Center on Stemmons Expressway, will give Dallas the world's largest motor hotel. The Holiday Inn Central, now under construction on North Central Expressway and scheduled to open August 1, will add another deluxe major motor facility to Dallas.

Other significant additions recently opened include the Tropicana Inn on North Central Expressway, the Ramada Inn at Love Field, and the Sands Motel at Highway 80 and 67 East. Currently under construction are such important installations as Baxter's Inn with 90 units on Highway 183 West of Field Circle, and Executive House with 200 units near the Cedar Springs entrance to Love Field.

The partial list of Dallas' major motels giving service on a par with major hotels and their size points up the scope of their accommodations. This list would include: Oaks Manor, 80 units; Tower Hotel Courts, 180 units; Town House, 120 units; Lido Hotel and Cabanas, 98 units; Tropicana Inn, 97 units; Ramada Inn, 230 units; Holiday Inn, Love Field, 102 units; Holiday Inn Central, 155 units; Belmont Motor Hotel, 85 units; Circle Inn Motor Hotel, 40 units; Dallasite Motor Hotel, 58 units and Parkway Motor Hotel, 39 units. This adds up to more than 1,500 units built around these major motel installations.

Added to this would be another group of motels, modern and completely air-conditioned in every respect, but not offering the same degree of hotel service as the first group. This fine group of

motels would include at least another 1,500 room units. This means that Dallas has well over 3,000 motel rooms in both large and small units that might be classed as luxury accommodations.

Since a number of the major luxury motels are members of the Dallas Hotel Association as well as the Dallas Motel Association, there is close cooperation during peak periods in utilizing all these facilities to the fullest extent. Since practically all of these units are located on major highways and expressways, they are close to Dallas timewise. Even glamorous Western Hills Inn near Euless in Tarrant County is less than a half-hour from downtown Dallas.

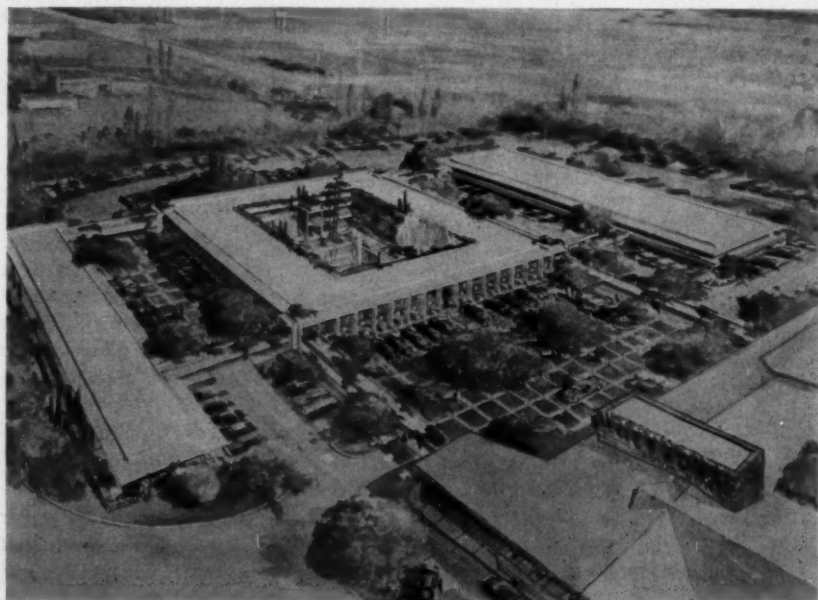
The facilities now being built in the Marriott illustrate the "new look" in Dallas luxury motels. Marriott Motor Hotel facilities will include two ballrooms and six banquet rooms. One ballroom will accommodate 600 for a meeting and 450 for banquet, while the other will seat 400 for

a meeting and 300 for banquet. The six banquet rooms vary in size to accommodate from 60 to 300 for food service, and 75 to 400 for meetings.

The initial 300-room section of the Marriott is scheduled to open August 1, according to J. Willard Marriott, president of Hot Shoppes, Inc., builders of the hotel. The Dallas unit will be third in a chain of luxury motor hotels owned by Hot Shoppes. The Dallas Marriott Motor Hotel will be under the management of William F. Kirk.

A special feature of this tropically landscaped motel will be drive-in registration. Other features will include a Hot Shoppes Dining Room, a 24-hour coffee shop, an outstanding private club, "The Sirlain and Saddle," gift and convenience shop, a liquor store and car rental desks. All rooms will have free television, high fidelity radios and dial telephones. Complete valet and laundry service, automatic guest laundry, beauty and barber shops, baby sitters and a house physician will also be available.

Holiday Inn Central, another TEX-MEX Hotel, is scheduled to open its first 155 units on North Central Expressway August 1. Holiday Inn Central is especially designed for conventions and sales meetings. Their facilities will include a ballroom seating 850 people for dinner and dancing, and rooms and facilities to accommodate groups from 12 to 1,000. It will have an entire east wing that can be closed off for private use by large groups.



Second section of Marriott, shown above, will make this 600-unit facility the world's largest motel. First 300-unit section is now being completed on Stemmons Expressway across from Master Market Center with the opening set for August 1.

Their sales-meeting service will include furnishing such items as lecterns, blackboards, movie and sound equipment. Bedrooms and executive suites will adjoin central meeting room. This luxury motel also includes a large swimming pool, a fishing lake, gift shop, private club, coaxial cable for television demonstrations, special appliance demonstration room, and many other services. Holiday Inn Central will provide another deluxe addition to Dallas motel facilities in terms of physical plant and service.



Holiday Inn Central, shown above, now under construction on North Central Expressway will add 155 deluxe units and large public rooms to Dallas facilities.



Tropicana Inn, shown in center, recently opened with 97 units on North Central Expressway. This new motel features a swimming pool and tropical motif.

Section of 230-unit Ramada Inn, shown below, recently opened on Cedar Springs near Love Field, brings deluxe motel service direct to the terminal area.

The Tropicana Inn, recently opened at 3939 Central Expressway, provides another major motel with swimming pool, a meeting room that will accommodate 100 persons, deluxe restaurant facilities and other services. The Sands Motel, just opened at Loop 12 East on Buckner Boulevard at the intersection of Highway 80 and 67 East, has a large restaurant and adds another fine facility to the concentration of luxury motel facilities in that area of Dallas.

The addition of the Ramada Inn with 230 units to the entrance area of Love Field provides a new convenience to Dallas air travelers, as well as other features. This outstanding motel also features other services, such as public rooms and large dining and banquet facilities.

Town House Motor Hotel, located at 2914 Harry Hines, just five minutes from downtown Dallas, is another Dallas facil-

(Continued on page 89)





Dallas Convention know-how expedites registrations. Above photo shows delegates being registered for a convention in one of Dallas hotels by trained staff.

Luxury and Glamour Hotels Bring Conventions to Dallas

Community Teamwork and Auditorium Facilities Combine to Assure Successful Meetings

Modern luxury hotels are among Dallas' greatest convention assets. While Dallas has been building virtually a new city during the past decade, its hotel expansion and improvement has been matched by few cities in the nation. On a cooperative basis, Dallas can come up with 10,000 rooms in its downtown and suburban hotels to house the largest national conventions — and Dallas is still building and planning new and more glamorous hotel and motel facilities.



High Fashion is another Dallas attraction. Above photograph shows a top flight Dallas Style Show at Fair Park Auditorium during 1959 Kiwanis Convention. Capacity crowd attended.



Mass convention sessions in Dallas combine glamour and large seating capacity. The photograph above shows one of the major sessions during the 1959 Kiwanis Convention.



The Terrace Room, shown above, on the 17th floor of the Baker Hotel is a glamorous "Top of the Town" Meeting Room popular for local events and conventions all year long.

Back of Dallas' major hotels are some of the most competent hotel men in the nation, and Dallas excels in cooperative effort in housing major conventions and events through the Dallas Hotel Association and the Convention and Visitors Bureau of the Dallas Chamber of Commerce. The teamwork of Dallas hotels takes care of visitors during peak periods and the individual service and attention that is standard in Dallas hotels is a factor which brings visitors back.

Beautiful public rooms, unexcelled banquet facilities, special equipment and staff service for sales meetings, markets, conventions and other events are all part of routine Dallas hotel service. Newness and complete air-conditioning are features of Dallas hotels brought about by building additions and extensive remodeling programs. From individual guest rooms to main banquet halls Dallas' major hotels provide top flight accommodations.

Newest of Dallas' luxury hotels is the Sheraton-Dallas in Southland Center. This 600-room hotel occupies a 29-floor

tower and the entire second and third floors of Southland Center. A 135 foot-wide, $\frac{3}{4}$ -acre landscaped plaza separates the Sheraton-Dallas from the Southland Life Tower. The hotel's main lobby and public function rooms are on the second floor. Also on this level are the Town Room for dining, Cafe D'Or supper club, Sheraton Lounge, private dining rooms and ultra-modern kitchens.

On the third floor of the hotel are multi-purpose hospitality rooms for sales and promotion displays and private dining and the London Club, a smart private club decorated in an Old English motif.

The Grand Ballroom consists of three areas, the North and South Ballrooms and the Ballroom Foyer, which can be divided by acoustically folding partitions. The North and South Ballrooms together will seat 1,000 for banquets and 1,400 for meetings. The North and South Ballrooms plus the Foyer will seat 1,500 for a banquet and 2,100 for meetings. There is a stage area at the North and a projection and sound room at the South end. A ten-ton capacity elevator can move autos,



Dallas Convention visitors expect a touch of the "Old West" in Texas. The Western Parade, shown in the above photograph, was part of the 1959 Kiwanis entertainment fare.

trucks and displays from the street to ballroom and lobby levels.

Flexibility and luxury are features of the Sheraton-Dallas with its Republic of Texas Suite, Stephen F. Austin Suite and others and its smallest guest rooms measure 14 by 14 or 196 square feet. The Sheraton-Dallas is under the management of Randall Davis, one of the best known hotel men of the Southwest.

The new Statler Hilton Hotel, opened just four years ago in the heart of downtown Dallas, is managed by Joe Harper, currently President of the Dallas Hotel Association. With 1,001 guest rooms, the Statler Hilton includes 11 highly flexible meeting rooms located on its mezzanine. These rooms range in size from the combined Grand Ballroom with a meeting capacity of 2,200 and a banquet capacity of 1,500.

Each of its guest rooms looks across a brilliant panorama of Dallas through broad picture windows. Fourteen dining rooms

(Continued on page 88)



A quiet view of a section of the Statler-Hilton Lobby, looking out over the picturesque Patio-Pool is shown in the above photograph. A modern sculpture is a feature of the area.



The famous Centry Room of the Hotel Adolphus, shown above, is one of Dallas' favorite entertainment spots that helps draw convention visitors. Famous stars entertain here.



The magnificent Grand Ballroom, shown above, provides a gold and white showcase for formal convention functions in the new, luxury Sheraton-Dallas Hotel. This glamorous ballroom will accommodate over 1,500 people for a banquet.



Sand and sagebrush are passé, but Dallasites still like to ride horses.

DALLAS . . . A Wonderful

(Editor's Note: This is the fourth in a series of nine articles on the basic Dallas information brochures being used to answer initial inquiries in the Industrial Dallas national advertising campaign. While many of the facts contained in the brochures are familiar to Dallas businessmen, each of the nine contains fundamental information that every Dallasite can use in selling the city. This booklet, "Dallas—A Wonderful Place to Live," will be presented in two parts. This section presents information on recreation and entertainment, cultural attractions, weather and shopping. Next month's issue will present Dallas facts on churches, schools, hospitals, water, housing, newspapers, television and radio.)

Memorial Auditorium offers convention-goers ample meeting and exhibit space.



There's a certain flair about Dallas-style living . . . an exciting, intangible quality about this shining, modern city where the warmth of Southwestern hospitality tempers the hurry-up pace of mid-twentieth century business activity.

Dallas is as up-to-the-minute as the latest scientific discovery, yet it has an aura of cultural refinement . . . of polish and well-bred good taste . . . that belies its recent ascent to the ranks of major American cities.

The city traces its history back to 1841, when John Neely Bryan set up a trading post beside the Trinity River and sold powder, lead, and whiskey to settlers in the Republic of Texas. However, Dallas' real development dates from the arrival of the first railroad in 1872. Since then Dallas has grown to a city with metropolitan area population of more than a million.

But despite its size and sophistication, Dallas has held on to its friendly "home town" appeal . . . its way of welcoming new-

Summer musicals plus State Fair and Cotton Bowl week attractions give Dallasites and visitors the latest Broadway shows.



comers and making them feel like dyed-in-the-wool Dallasites in no time at all.

Little wonder that Dallas is a wonderful city in which to visit or live, work, play, and raise a family.

Traditionally the cultural capital of the Southwest, Dallas supports a major symphony orchestra conducted by the world famous Paul Kletzki... theatrical groups applauded for premieres of new material... the Dallas Theater Center, with the only theater designed by Frank Lloyd Wright... the State Fair Musicals, staging a 12-week summer season of musical shows and operettas comparing favorably with anything Broadway has to offer... and more than 60 motion picture theaters.

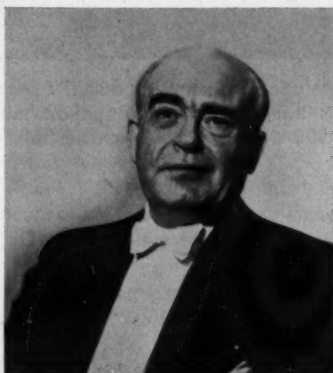
Such renowned artists as Maria Callas sing leading roles during the Dallas Civic Opera Company's season each fall, and in the spring the Metropolitan Opera Company brings

Place . . .



Dallasites can enjoy water sports without having to leave the city. Above, White Rock Lake, about 3 miles from downtown.

Paul Kletzki, one of the world's most distinguished conductors, has added new lustre to the Dallas Symphony Orchestra.



The magnificent Hall of State in Dallas, located in State Fair Park, is a shrine to Texas heroes and contains a museum which is maintained by the Dallas Historical Society.

stellar casts and the full complement of its orchestra, chorus, and ballet to present operas before Dallas audiences.

The Civic Music Association, Community Course, Elmer Scott Chamber Music Series, Dallas Museum of Fine Arts, Friday Forum, and others provide Dallas with a full calendar of programs featuring celebrated musical artists and lecturers. The Dallas Council on World Affairs sponsors addresses by important national and international dignitaries.

In the realm of art, the Dallas Museum of Fine Arts displays a permanent collection covering all mediums and periods. Emphasis is on American and Southwestern painters and sculptors. The Dallas Museum for Contemporary Arts exhibits are collections on loan, and a permanent collection has been started. Art exhibits also are presented during the year at the Dallas Public Library, at Southern Methodist University Student Center, and by commercial firms and galleries.

Grouped together in an unusual civic center at State Fair Park are the Museum of Fine Arts; the Dallas Aquarium, one

of the four largest in the country; the Museum of Natural History, with permanent dioramas of Southwestern wild life and exhibits of fossils, minerals, and gems; the Dallas Health Museum, with over 40 permanent health and science exhibits and a 70-seat planetarium; and the Texas Hall of State, serving as a shrine to Texas heroes. Also in Fair Park is the Dallas Garden Center, a horticultural education center with a 500-seat auditorium, botanical collection, and seven acres of Southwestern gardens.

The striking new \$8 million Dallas Memorial Auditorium is a versatile addition to Dallas' cultural, convention, and sports facilities. This downtown auditorium has an arena seating 10,000, a 1,773-seat theater, and more than 110,000 square feet of exhibit space—all air conditioned. An adjoining parking lot has a capacity of 1,100 cars.

Dallas' 51-acre Marsalis Park Zoo contains more than 1,000 species of animal, bird, and reptile wildlife from all parts of the world. Many animals are presented in their natural surroundings.

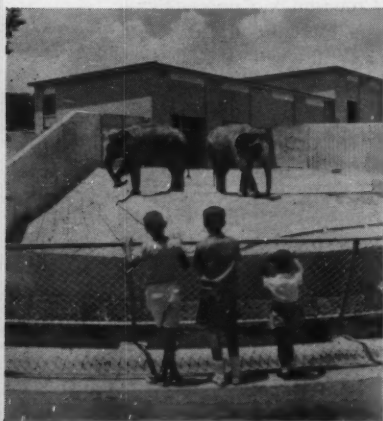
Considering the mild climate, plus the city's excellent park system and nearby lakes, it's no surprise that Dallas offers a wide choice of recreational activities.

Dallasites play on seven lighted and 25 unlighted baseball diamonds; 45 lighted and 180 unlighted softball diamonds;

Dallas Civic Opera Company annually presents world famous stars, such as Diva Maria Callas, in a spectacular season.



Marsalis Park Zoo, recently expanded at a cost of \$500,000, has one of Southwest's most interesting exhibits.



The Cotton Bowl, one of the country's largest athletic stadiums, is packed several times a year as Southwestern sports enthusiasts flock to Dallas to support their favorite teams. Field is illuminated at night by 1,500-watt floodlamps on six towers.

Exciting rodeos, starring the nation's top cowboys, bring still more variety to Dallas.

Smart Dallas shops appeal to the discriminating shopper. This elegant fur salon reflects the high quality of Dallas' many fine retail stores.



seven public or commercially owned golf courses; 81 public tennis courts (34 lighted); eight roller rinks and one ice skating rink; 18 soccer fields.

There are 14 public or commercially operated adult swimming pools; 11 riding academies; and 17 bowling centers.

In addition to public facilities, more than a dozen private clubs in Dallas County provide golf courses, swimming pools, and tennis courts for members.

The Dallas Park System has 115 parks and other properties covering an area of 7,818 acres. The park department operates 94 after-school supervised play centers during winter months and 85 supervised playgrounds during summer months. For picnicking, the city maintains over 1,050 picnic tables.

Hunting enthusiasts find small game — duck, pheasant, quail, rabbits — fairly plentiful in the wooded areas of East Texas, only a 2-hour drive from Dallas. Deer hunting is available in 150 of Texas' 254 counties.

The National Skeet Shooting Association has its headquarters in Dallas, and the championship tournament is held every third year at the Dallas Gun Club.

Located on the State Fairgrounds is a \$1 million midway operated six months of the year, with 33 permanent thrill rides for children and adults.

Children's rides are operated in five other Dallas amusement parks.

Big time college football; Class AAA baseball; professional golf, boxing and wrestling; and an extraordinary program of schoolboy athletics are only part of the attractions that make Dallas a sports mecca.

The 75, 504-seat Cotton Bowl in Fair Park each year is the site of professional football games; all Southern Methodist University home games, including the Air Force Academy contest; the University of Texas-University of Oklahoma classic during the Fair; and a game between Texas A & M College and an intersectional opponent. The Cotton Bowl game on New Year's day pits the Southwest Conference champion against an outstanding team from another conference.

The Dallas Cowboys in the National League and the Rangers in the American League represent Dallas in pro football.

In the summer baseball fans at Burnett Stadium cheer for the Dallas Rangers, now competing in the Class AAA American Association. Baseball men agree the Dallas area is a choice location for a future major league franchise when existing leagues expand or a third big league is formed.

At other times during the year Dallasites flock to weekly wrestling matches in the 6,400-seat Sportatorium; regular professional boxing matches; the Dallas Open Golf Tournament, which attracts the nation's best golfers; the Dallas Country Club Tennis Tournament, which draws national and international stars; district Golden Gloves and National Amateur Athletic Association boxing meets; the high school and college invitational basketball tournaments the week of the Cotton Bowl game; the Dallas Invitational Track Meet; and a variety of auto races featuring sports cars, hot rods, and midget autos.

Also among top drawing cards on the local sports scene are the football, basketball, baseball, and other athletic teams fielded by Dallas high schools. They compete in the Texas Interscholastic League set-up.

Dallas has a world-wide reputation for well-dressed women ... for the understated elegance that is the Dallas look.

This distinctive "look," whether manifest in *haute couture* from Paris or sportswear designed and manufactured in Dallas, stems from the fashion leadership of Dallas' outstanding collection of fine department stores and specialty shops.

Shopping is a pleasure in Dallas because there's such an abundance of high quality merchandise from which to choose. In addition to the downtown shopping district, concentrated along Main and Elm Streets, Dallas has huge suburban shopping centers in every section of the city. A number of them contain branches of famous downtown stores. All stores are air conditioned for year-round shopping comfort.

Visitors to Dallas discover strong competition for the customer's dollar tends to keep prices at a moderate level. As a result, the cost of living in Dallas compares favorably with other cities of its size.

(Continued on page 95)

Dallas Chamber's Convention Bureau Sets Pattern of Successful Selling

Teamwork by Local Leaders and Careful Follow-up Bring Millions in Convention Business to Dallas

Back of dull, routine record cards in the central files of the Convention and Visitors Bureau of the Dallas Chamber of Commerce is a pattern of successful selling that promises to bring Dallas an estimated \$70,000,000 in convention and trade show income during 1960. Buried in this system of vital records are case histories and pertinent information on conventions and events that this department is trying to bring to Dallas.

Local teamwork and systematic sales follow-up are two of the essentials that are keeping Dallas at the front in this highly competitive field. One of the busiest departments of the Chamber, the staff of the Convention and Visitors Bureau has the multiple job of tying sales efforts together to secure conventions, taking care of them while they are in Dallas and trying to bring them back.

Case histories of some of the major conventions now booked for Dallas provide interesting sidelights on the ramifications of promotion and selling involved in this far-ranging sales department. On May 3, 1960, the National Convention Committee of the American Legion, meeting in Indianapolis, awarded the 1964 American Legion Convention to Dallas. Contrary to popular opinion this is now one of the most orderly national conventions and one of the most sought after.

Nine other cities were present at the Indianapolis meeting inviting the Legion to meet with them. After the Board had awarded the 1964 Convention to Dallas, the chairman of the group remarked to all assembled, including the competing cities, that no other city in the nation could have beaten Dallas for 1964 because of the fine and thorough manner in which Dallas had followed through and presented this invitation.

Some of the highlights involved in this successful sale illustrate the work neces-

sary to get just one major convention for Dallas. A little more than a year ago, Richard Ingram, manager of the Convention and Visitors Bureau, talked with Colonel Alvin M. Owsley, a past National Commander of the Legion, who had long been interested in bringing this convention to Dallas. Col. Owsley contacted National Adjutant E. A. Blackmore and other influential Legion friends. The result was a formal appearance before the Legion National Executive Committee and an invitation to them to visit Dallas and inspect our convention facilities.

A few weeks later, William H. Miller, national Legion convention director, arrived in Dallas. The Legion required 6,000 first class hotel rooms and many other facilities. He was taken on a tour of Dallas hotel facilities and shown at first hand how Dallas met the requirements. He was introduced and entertained by leading Dallas businessmen and Legion officials. He spent seven days in Dallas clearing dates and working out tentative arrangements.

A few months later Col. Demarest of New York, 1960 Convention Commission chairman, came here on invitation and received the full Dallas treatment. He, too, was impressed with Dallas' physical facilities and Dallas' hospitality. The real sales effort started after these visits and prior to the National Convention Commission Meeting. All 22 members of the Commission were sent personal letters of invitation from owners or top executives of Dallas newspapers, radio and television stations. They received personal letters from Les Potter, president of the Dallas Chamber of Commerce, Henry English, chairman of the Chamber's Convention Committee, Chamber General Manager J. Ben Critz and Mayor R. L. Thornton. In addition, personal letters with appropriate gifts were sent to the members' wives inviting them to Dallas. This and other personalized selling efforts paid off in the final meeting. The members of the Convention Commission had been pre-sold on Dallas.

The case history of the successful effort to bring the Southern Baptist Convention to Dallas in 1965 provides another approach that involved a combination of contacts with local and top level Baptist leaders over the nation. This convention will come to Dallas for the first time in history and bring some 25,000 visitors. This convention was held in Houston in 1958, Louisville in 1959, Miami, 1960, and will go to Kansas City in 1961 and San Francisco in 1962.

Initial contacts on this convention

BAPTIST CONVENTION, SOUTHERN
 Dr. Porter Smith
 127 9th Ave., North, Nashville 3, Tenn.
 EXECUTIVE: [] ADDRESS: [] CITY: [] STATE: [] ZIP: []
 REFERENCE: []

GRACE, NATIONAL ASSOCIATION OF RETAIL
 Mrs. Marie Kiefer
 360 N. Michigan Ave., Chicago 1, Ill.
 EXECUTIVE: [] ADDRESS: [] CITY: [] STATE: [] ZIP: []
 REFERENCE: []

AMERICAN LEGION
 E. A. Blackmore, National Adjutant
 777 N. Meridian Street, Indianapolis, Indiana
 EXECUTIVE: [] ADDRESS: [] CITY: [] STATE: [] ZIP: []
 REFERENCE: []

POSSIBLE BUSINESS
 Local, Honorable Alvin M. Owsley, Davis Building, Dallas
 Annual convention
 VALUATION: 30,000 APPROX. DATE: Aug-Sept
 REFERENCE: []

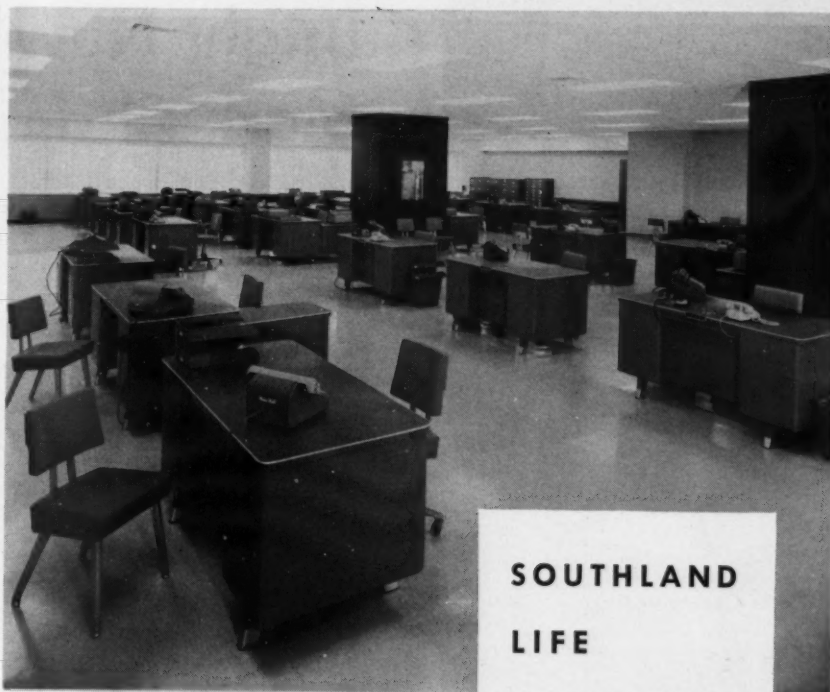
TRACE
 YEAR: 1957 MO.: Sept DAY: 14-19 CITY: Atlantic City
 YEAR: 1958 MO.: [] DAY: [] CITY: []
 YEAR: 1959 MO.: [] DAY: [] CITY: []

started in August 1959 with R. L. Bacon, secretary of the Dallas Baptist Association. It involved the local cooperation of such Baptist lay leaders as Carr P. Collins Sr. and Ben Wooten. It involved contacts with Forest Feezor, executive secretary of the Baptist General Convention of Texas, and Dr. Ramsey Pollard and Porter Ruth of Nashville, Tenn. Again, a successful formula was found that brought Dallas the 1965 Southern Baptist Convention.

Similar patterns brought the 1958 Rotary International Convention and the 1959 Kiwanis International Convention to Dallas. Local real estate leaders, including Lyn Davis, Henry S. Miller Sr., John Stemmons and others, worked to bring the National Association of Real Estate Board Convention to Dallas in November of this year. National and local real estate officials are already forecasting new attendance records for the Dallas convention.

The diversity of local contacts on any given convention and the wide variation among organizations in awarding conventions make it necessary to set up a special sales procedure for almost every group. Basically, the function of the Convention and Visitors Bureau is to establish and coordinate local contacts, secure national interest and get those who make the decisions to look over Dallas' superior facilities. This also involves a high degree of cooperation with the sales managers and staffs of Dallas' major hotels who also follow a similar pattern in tracking down and selling conventions and trade events. In this case the major job of the Chamber of Commerce Bureau is the coordinating of selling efforts to get the most out of these efforts for Dallas.

The rising trend of Dallas convention operations is proof that Dallas is following a successful sales pattern. It must be remembered that cities such as New York, Chicago, Philadelphia, Detroit, Los Angeles, St. Louis, Washington, San Francisco and other leading convention centers also have influential local leaders and sustained selling effort. Most of these cities are also building new exhibit, hotel and convention facilities to keep pace with competition. The one phase in which Dallas seems to stand out and keep ahead is the high degree of teamwork and personal selling effort of its local leaders to back up the professional staff of its Convention and Visitors Bureau.



SOUTHLAND LIFE CHOOSES GENERALAIRE

Generalaire, the new desk from GF offers the efficiency, comfort and beauty of styling that Southland Life Insurance Company demands for its offices. The Generalaire features durable all metal construction, interchangeable parts—combined with the new Goodform foam rubber and aluminum swivel chairs. Both from General Fireproofing Company.

By Stewart's, specialists in office decor. For complete office furnishings, consult Stewart's decorating staff.



STATIONERS, OFFICE OUTFITTERS

GENERAL OFFICE AND DUPLICATOR DIV./400 S. AUSTIN/RI 7-8581

STORE AND FURNITURE DISPLAY/1523 COMMERCE STREET



1st Floor Reception Area

Bright New Offices Mark Chamber Milestone

3rd Floor Lobby Area



Office of General Manager J. Ben Critz



New offices of the Dallas Chamber of Commerce combine beauty with a functional design that will not only be more attractive but will mean better service for members. The Chamber occupies some 13,000 square feet, almost the entire third floor, of the 31-story Fidelity Union Tower, located at Akard & Pacific. An identifying sign of porcelain enamel on the third floor exterior identifies the building as the home of the Dallas Chamber.

Two areas seen most by visitors, the first-floor reception desk and the lobby-reception area on the third floor, are two of the most beautiful areas in the new building. The handsome first-floor reception counter stands below a huge map of the Southwest, with a sign identifying Dallas as "The Business Capital of The Dallas Southwest."

Attractive planter boxes decorate both the first and third floor public areas.

On the third floor a spacious and well-lighted lobby greets visitors as they come through the huge walnut door in the glass wall that marks the Chamber's entrance. A long panel, with pictures depicting life in Dallas, carries from the outside lobby through the glass wall and into the Chamber's office.

Decorator for the new offices was Taylor Robinson, A.I.D., of the Commercial Sales Division of Titcher-Goettinger Co. Cabinets were by Otto Coerver Co.; planters by Dick Garner Florist; 1st floor sign by Display Contractors, Inc., and exterior sign by McAx Corp.



Office of Asst. General Manager
Andrew DeShong

3rd Floor Reception Area



RIGHT, Chamber Board



DALLAS
DALLAS

CHAMBER OF
CHAMBER OF

COMMERCE
COMMERCE



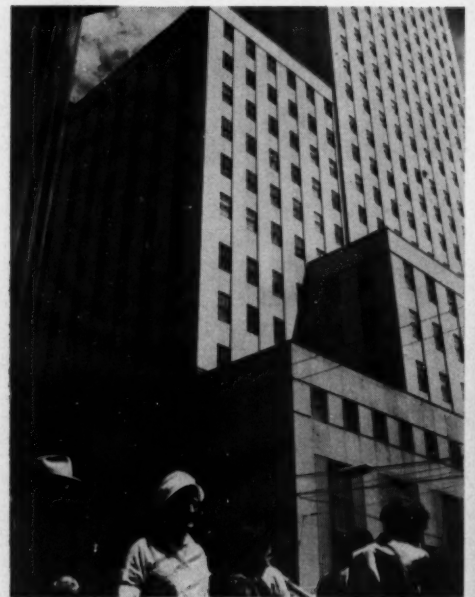
DALLAS...



A City

A People

A Spirit



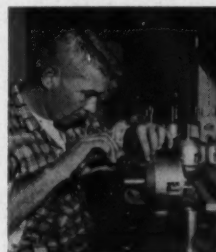
A center of commerce



The spirit of Dallas is captured in the photographs on the wall panels of the 3d floor reception lobby in the new home of the Dallas Chamber of Commerce. Representing the work of some of Dallas' finest photographers, there are three types of pictures: aerial photographs of scenic attractions, historical photographs of 19th-Century Dallas and a series of intimate shots that attempt to illustrate the Dallas way of life. It is this series on "Dallas living" that is reproduced here.



Host to gourmets



Producer of quality products

City of fine shops

Home of healthy, happy children





A people whose religious spirit adds depth and meaning to daily life



Insurance, finance capital

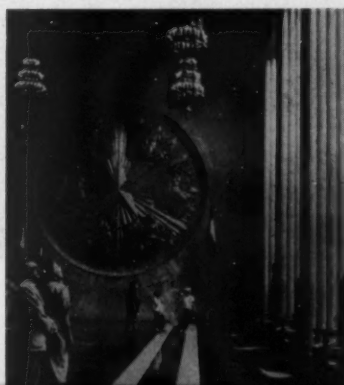


A beautiful public library designed to be used

City of outdoor living



A heritage to cherish



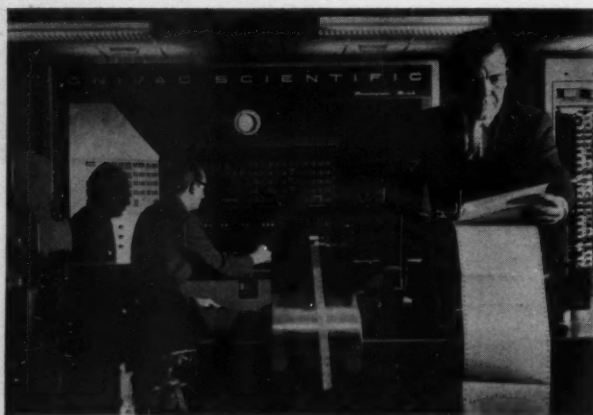
Park planned for everyone



Museums for the people



A climate for golf and outdoor sports 12 months a year



Tomorrow shaped by today's research

Artistic daring to capture America's fancy



SOUTHLAND LIFE

TOWER OF LIGHT

Southland Life Makes a Spectacular Nighttime Display

Clothed in light, the 42-story Southland Life Tower makes dramatic use of light—literally creating a tower of light that can be seen miles from Dallas. This spectacular effect is achieved by using 2,436 high intensity fluorescent lamps, from the fifth through the 35th floors.

These four-foot lamps are placed immediately adjacent to the window glass (see sketch). Electronic signals originating from a clock system activate relays and turn on all the lights automatically at a pre-set time. The lamps light each window, producing a broad, continuous band of light on each floor, giving the impression that the interior is lighted.

This highly dramatic yet economical lighting system is just one of the many ways Dallas business and industrial firms are using light to identify, attract and beautify. For information and suggestions on how light can help you, why not talk to a DP&L

representative?
Just call
RI 7-4011
and ask for
Commercial
Service
Division.



**DALLAS
POWER
& LIGHT
COMPANY**



Architect: Welton Becket & Associates • Electrical Contractor: Fischbach & Moore of Texas, Inc.

Methodist Hospital Completes Multi-Million Dollar Program

Expansion Marks Medical Growth

Methodist Hospital of Dallas has completed its \$6,400,000 expansion program — a milestone in the continual growth of medicine in Dallas.

This expansion program has increased the bed capacity of Methodist Hospital from 330 to 500. Projected future expansion, based on the needs of the community, can increase this number to 750 beds at a minimum cost. Additional floors can be erected on the three wings without the necessity of adding more supports or foundations.

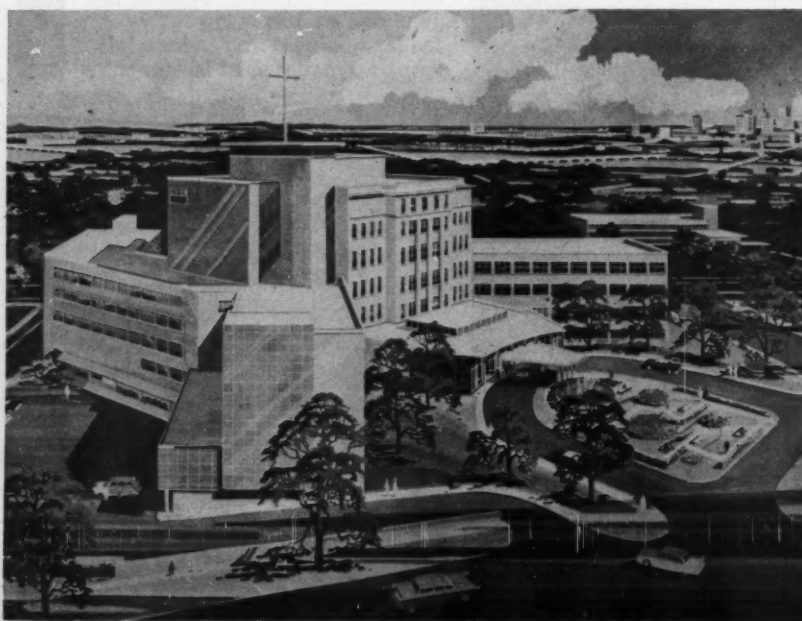
Plans include facilities to care for a major disaster and 100 patients without disturbing other parts of the hospital.

The new Maternity Wing has 76 beds and 18 labor beds and is completely self-contained. Labor rooms are served by two corridors, one leading to the area where only hospital personnel will be allowed and the other for the use of the husbands so they may stay with their wives. An attractive Father's Room, complete with TV, radio, telephone and magazines, is

"Good Samaritan" painting, focal point of the Main Lobby, is only one of the many beautiful works of art in the hospital.



Glass-enclosed corridor, an innovation in Dallas hospitals, permits children of all ages to see new babies at any hour, day or night. New babies remain fully protected.



available for those long moments of waiting.

An unusual feature of the maternity wing (and an innovation in Dallas hospitals) is the new Nursery. For the first time, children of all ages are permitted to see their new brothers and sisters at any hour of the day or night — and at the same time, the new baby is fully protected! This is accomplished by a completely glass-enclosed corridor which permits full viewing of the new babies. Before the new mothers go home, they will receive instruction from the nurses in a specially designed lecture room where their baby will be visible behind a glass wall and yet still in a sterile area.

There are 12 surgical suites with a 16-bed recovery unit in the new hospital.

Original part of Methodist Hospital is now completely remodeled and blends in with new construction and recent Weiss Wing.

The new Pediatric Department will be scaled in size of the small patients who will use its facilities. In addition to the patient and treatment rooms, there is a fenced-in play yard on the roof so that convalescent children can be out in the sun. An indoor play area is also provided for those unable to go outside.

For the families of patients, waiting rooms have been provided on each floor.

The original part of Methodist Hospital of Dallas (which was constructed in 1927) has been completely remodeled and blends in with the new construction as well as with the Weiss Wing, erected in 1953.

The beautiful new lobby features a coffee shop which serves 100 persons; a health education room wherein doctors may graphically describe to the layman the most intricate and delicate of operations through the use of plastic models of the human anatomy; a gift shop and a memorial room.

The beautiful landscaping around the hospital has been enhanced by an elaborate fountain. Also beautifying the grounds are gas lights completely surrounding the hospital area.

Standing atop Methodist Hospital is a 17-foot high Golden Cross. The cross, which is symbolic of the Christian atmosphere of the hospital as well as of the Golden Cross Society (the charity program of Methodist Hospital), will revolve and will be visible for miles. The cross was the gift of the Women's Auxiliary.

The new kitchen contains all new equipment designed to provide the very best meals available in any hospital anywhere. A special feature of the new Dietary Department is a newly designed cart which maintains proper food temperature while meals are being transported from the kitchen to the patients' rooms.

The X-ray Department has been expanded to include all of the latest types of X-ray machines. These include a Cobalt room and a room for deep therapy. In addition, there are portable X-ray machines for use in emergencies.

The emergency suite consists of six operating rooms, an X-ray room, an ear-nose-throat room and a cast room. The lobby of the emergency room suite boasts a press and police room which provides a private telephone exclusively for the use of police and reporters.

All of the planning that has gone into the new additions to Methodist Hospital of Dallas has been done with the idea of providing the very best in medical care for the patient as well as providing cheerful surroundings.

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EXCLUSIVELY



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DALLAS 19, TEXAS

PUBLISHED BY ASSOCIATED PUBLISHERS, INC.
DALLAS, TEXAS

Membership Committee Passes Half-Way Mark

On June first, the Membership Committee was over half-way towards its 1960 goal of 2,300 memberships with a total of 1,162. Also the Committee is running 12% ahead of the same period for 1959, when the accomplishment was 1,040 memberships sponsored.

At the June 10th luncheon meeting, Chamber President Les Potter presented the Chamber's Life Membership Award to the 37th individual in the history of the Dallas Chamber to win this honor, Vice Chairman Dawson Sterling, Secretary of Southwestern Life Insurance Company.

For the second consecutive month, the "Top Hand of the Year" trophy again changed hands, passing from the possession of Vice Chairman Dawson Sterling to David D. Locker, "Committeeman of the Month" for May, who had sponsored a total of 85 memberships for the year (since rejoining the committee April 14th). However, Dawson Sterling with 79 for the year, Jack Hospers with 74, and James K. Allen with 65, are definitely still in the race. Possession of the second and third place President Les Potter Trophies also changed hands. Section No. 5, Vice Chairman Dawson Sterling, traded their second place trophy to Section No. 4, Vice Chairman Jim Henderson for the third place trophy. Section No. 7, Vice Chairman Charles Barrett remained in possession of the No. 1 President Potter Trophy with a total of 215 memberships sponsored. Section No. 7 had 186 and section No. 5, 134. In fourth place was section No. 2, Vice Chairman Jim Cauthen with 112.

Membership Chairman Bob Cullum stated, "We are proud of our committee's activities to date towards meeting our quota of 2,300 memberships for the year, and particularly of the gain we have had in the members among Dallas physicians. The Dallas Chamber now has on its roster a total of 386 M.D.'s." A total of 58 joined during April and May. "We have checked with other Chambers of Commerce serving populations of 200,000 or over"; said Chairman Cullum, "and failed to find any other Chamber with near this number of



The Fair of Texas, Dallas' newest department store chain, has joined The Dallas Chamber of Commerce. Committeeman Asher Dreyfus, Jr. welcomed these new members at June 10th luncheon. Left to right: Mr. Dreyfus, Achilles Corcanges, Dallas Division Manager, and Lionel Beven, Jr., Executive Vice President, The Fair of Texas.



Holders of the Les T. Potter Awards as of June 1 were: left to right: Vice Chairman Jim Henderson with second place award for section No. 4 of the Lasso Club; Vice Chairman Charles Barrett with first place award for section No. 7; and Associate Vice Chairman Jack Gidcumb with third place award for section No. 5.



Associate Chairman Bill Shaw tallies new Chamber members at June 10 luncheon. Left to right: Harold Wickham, Dallas County, (appointed Membership Committee); George Soderstrom, Kitchen Designs, Inc.; Dave Packard, Packard Associates; Frederic Carroll, Howard Moving & Storage, Inc.; (appointed Membership Committee); Irving L. Margolis, Ajax Distributors, Inc. Del Marshall, Swim A Rama Pools. Second row: J. W. "Bill" Lattner, Quaker Oats Company; Nelson Zimmerman, Personalized Employment Service; Donald G. W. Brooking, M. D.; Omer Skinner, Worth Food Marts.

physicians as members. "Our hats are off to the Medical Profession of Dallas."

The Board of Directors of the Dallas Chamber of Commerce takes great pleasure in saying thanks from the Chamber's entire membership to the following veteran members who this month added to their investments in Greater Dallas by substantially increasing their annual Chamber of Commerce dues:

Herman Blum, Consulting Engineers, P. O. Box 35346, (Les Millison)

Ed Brown, Inc., 2806 McKinney, H. C. Crowther, (E. S. Parr)

Carrier Corporation, 10838 N. Central Expressway, Oscar H. Mehl, (Gail Risch)

Cavanaugh & Company, 423 S. St. Paul, M. H. Kerley, (Lloyd Gerry)

C. H. Collier & Company, 154 Payne, C. H. Collier, Jr. (E. S. Parr)

Communications Engineering Co., 1130 Dragon, L. C. Bryan, Jerry S. Stover, Tom McMullin, (E. S. Parr)

Dallas Cigarette Service, 2806 McKinney, H. C. Crowther, (E. S. Parr)

Dallas Concrete Company, 123 Commerce, P. M. Carter, (E. S. Parr)

Dealers Transit, Inc., 4224 S. St. Paul, M. H. Kerley, (David D. Locker)

First Southwest Company, 1701 Mercantile Bank Bldg., W. C. Jackson, (John J. Hospers)

May, Holley & Broyles, Republic Bank Bldg., Lamar Holley, (Bill Shaw)

Peat, Marwick, Mitchell & Company, 211 N. Ervay, Frank C. Taylor, Clark W. Breeding, Dewey J. Berglund, Waymon G. Peavy (Joe Harris)

Maytag Southwestern, 111 Leslie, James W. Sargent, Jr. (Paul White)

A. M. Lockett & Co., 1701 Mercantile Dallas Bldg., W. B. Gregory, (John J. Hospers)

Pioneer Hydrotex Industries, 4333 Central Expressway, Robert J. Smith, Raymond C. Brin, A. L. Lockhart, S. L. Eatenson, James Gallia (John J. Hospers)

Pitney Bowes, Inc., P. O. Box 1733, W. L. Lemmon, V. L. Fox, (E. S. Parr)

Powell & Powell Engineers, 501 Thomas Bldg., W. J. Powell, (Jack Clark and J. J. Jordan)

Radio Corp. of America, 7901 Empire Freeway, A. J. Hammer, (J. L. Cauthen)

Republic Natural Gas Company, 311 S. Akard, W. H. Wildes, Merrill D. Tate, (Senator George Parkhouse)

Southern Union Gas Company, Fidelity Union Tower, Scott Hughes, J. C. Reid, H. V. McConkey, David J. Kerr, Arthur S. Grenier, (Senator George Parkhouse)

Tracy-Locke Company, 2501 Cedar Springs, Morris Hite, Clay W. Stephenson, F. R. Davidson, (Dawson Sterling)

Walgreen Drug Stores, 10930 Harry Hines, R. C. Shimek, H. T. West, Norman Swanson (Asher Dreyfus, Jr.)

Worth Food Mart, P. O. Box 908, Fort Worth, Texas, C. L. Strickland, Louis Jennings (D. D. Locker)

New members of the Dallas Chamber of Commerce are as follows:

Wholesalers and Distributors

ABCO Wire & Metal Products, Inc.,

9219 Diplomacy Row; Paul C. Karlovich (Jim Blackmon)

Compto-Voice of Texas, 601 Fidelity Union Life Bldg., R. H. Anderson (Bob Greenwald)

Dal-Tex Tire Service, Inc., 2026 Irving Blvd.; T. E. Prince (W. G. Ragley)

Ex-Cel Steel Corp., 2411 Inwood Rd.; J. W. Hall and A. G. Nauert (Adm. A. C. Olney)

George E. Failing Company, 2304 Ballycastle; Edgar Herbst (Asher Dreyfus, Jr.)

Dallas Kitchen Clinic, 7719-A Inwood Rd.; Henry T. Ryals (Dan McElroy)

Graphic Photo Supply, 3121 Knox St.; Vance Jobe (James C. Henderson, Jr.)

V. C. Kneese, 2842 Dallas Trade Mart (Ben Gee)

Montag, Inc., Dallas Trade Mart, Al Dabney (Jerry Orr)

Taylor Laundry Equipment Corp., 2806 McKinney; James A. Taylor (E. S. Parr)

Chesebrough-Ponds, 164 Meadows Bldg.; Lionel E. Lee (Jerry Orr)

Sanford Miller Company, 2100 Stemmons Expressway; Sanford Miller (Jerry Orr)

System Engineering Co., 9024 Capri Drive; Fred Towne, III (Asher Dreyfus, Jr.)

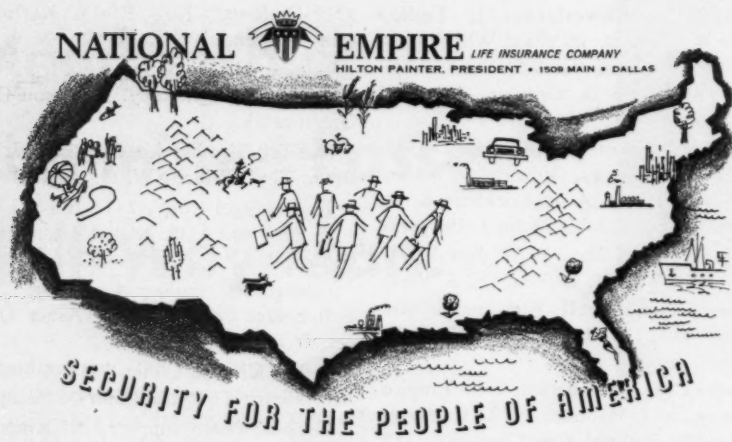
Texas Index Bible House, 2108 Balboa Drive; Jimmy Pullon (Richard C. Ingram)

Allied Sales Co., 1420 Dallas Trade Mart; Charles D. Cravotta (Jerry Orr)

Membership Committee Chairman Bob Cullum presents Top Hand and special award to the top "One Day" drive worker, General Max J. Volcansek, Jr., Texas Instruments, Inc. Attending in honor of the General were Mrs. Volcansek and S. T. Harris, Chamber Director and Vice President of Texas Instruments, Inc.

Chamber President Les T. Potter presents Life Member Award to Vice Chairman Dawson Sterling, Secretary of Southwestern Life Insurance Company. Attending in Mr. Sterling's honor were, left to right: E. G. Brown, Executive Vice President, Southwestern Life Insurance Company, and Mrs. Sterling.





Committeeman of the Month



DAVID D. LOCKER

David D. Locker is "committeeman of the month" with the outstanding total of 71 memberships sponsored during May, which is a new record for an individual on the Membership Committee. The previous record was 52, set by Life Member Joe Pool in February, 1959.

Mr. Locker, a Transportation Specialist, is an officer in the National Defense Transportation Association; director of the Export-Import Club of Dallas; member of the Navy League, and many other national military club organizations; team captain for the Dallas Texans (A.F.L.) Spur Club; very active in co-operation with Military Affairs, and many other Committees of the Dallas Chamber of Commerce; and is Vice Chairman-Transportation, Membership Committee.

During May's quest for memberships, he was able to revise shipping procedures of one Dallas-based manufacturer to aid in his expanding operations in Dallas. As an officer of National Defense Transportation Association, he was most instrumental in collaboration with the Military Affairs Committee, and Lion's Club, in co-sponsoring National Defense Transportation Day-Armed Forces Day observance May 20-21.

Mr. Locker is married to the former Jerri Segars of Cuyahoga Falls, Ohio, who is the designer for a prominent Dallas sportswear firm.

Service

Adolph's Cigarette Vending Service, 2504 Bryan, Adolph Teitelbaum (David Locker)

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Everyone Says:
WALTER JETTON
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For Functions of Any Kind... Any Where... Any Number
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Regardless of your requirement, Walter Jetton, "Kingpin of the barbecue men," is your man. He specializes in the different, the difficult and the unique. If you wish to serve your guests or employees a hotel type banquet or an old fashioned barbecue in the atmosphere and glamor of the old west, Walter Jetton is prepared to serve you. Or maybe you would like a smart party with decorative table pieces and carved ice; tables adorned with hors d'oeuvres; finger sandwiches or other delicacies. Whatever your requirement Walter Jetton Catering Service will handle it quickly, quietly and economically.

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TOP HANDS...



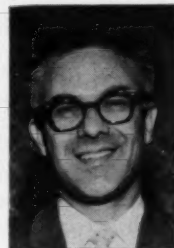
JOHN S. SMITH
Dallas Chamber of
Commerce
10th award



ROBERT B. CULLUM
Tom Thumb Stores,
Inc.
1st award



JERRY ORR
Tom Thumb Stores,
Inc.
1st and 2nd awards



A. B. TATE
Allied Finance
1st Award



Airhaven, Inc., Redbird Airport; Louis H. Hoehn (Mary Ann Mitchell)

Airpark Company, 7523 Colgate; Tom Leachman, Jr., (Brig. Gen. Max Volcansek)

American Credit Institute, 1530 Natl. Bankers Life Bldg.; Margie P. Ingram (Jim Thomas)

College Scholarships, Inc., 516 Braniff Airways Bldg.; Richard A. Morse (Jim Layne)

Cooperative Buyers Service, 2454 S. Zangs, John Hardisty (Jim Allen)

Hillcrest Memorial Park, Inc. of Dallas, 7403 Northwest Highway; Geo. H. Karnes (D. S. Tomlinson)

Kitchen Designs Company, 5609 Yale Blvd.; Geo. Soderstrom (Ben Gee)

Oak Cliff Medical & Surgical Clinic, 233 West 10th; Gillon M. Cole, M.D., Gay T. Woodard, M.D., E. F. Donbrowsky, M.D., and Jack Tomlinson, M.D.

Scholarship Plan of Dallas, 514 Braniff Bldg.; Bill Phillips (James C. Henderson)

Top Value Enterprises, Inc., 6300 N. Central Exp.; J. E. Ditzel and N. C. Brown (James C. Henderson)

Dallas Window Cleaning & Janitorial Services, Inc., 2701 Swiss Ave.; N. H. Kogan and Ruth K. Gotterer (Donald Atwood)

Glo's Day & Nite Service, 2815 Live

Oak; John C. Thompson (Maxwell Brown)

Bob Gordon Termite Service, 6618 Kenwell; Robert E. Gordon (Dixie Carmichael)

Paramount Rug Cleaners Co., 2320 Griffin; Ernest H. Durham (Mark Griffith)

Personalized Employment Service, 3607 Gaston; Mrs. Dorothy Fowler Zimmerman (Brig. Gen. Max Volcansek)

Pest-Rid Exterminating Co., 6724 Blessing Drive; John Sybert (Bill Shaw)

Protex Service, Inc., 1917 N. Haskell; Clell W. Smith (Joe Suwal)

Quality Delivery Service, 166 Howell; Bldg.; Charles J. Frenzer (David Locker)

Dale Cagle (James W. Layne)

Safe-T-Flare Rental Service Co. of Texas, 6638 Maple Ave.; V. P. Bovard (Harvey Bradshaw)

Wolf Radio & TV Sales & Service, 3011 W. Davis; J. J. Wolf (Judge Joe B. Brown)

Amusements

American Football League, 1111 Southland Center; Joe Foss (Jim Blackmon)

Dallas-Fort Worth Baseball Club, P. O. Box 6228; Stanley McIlvane and J. W. Bates (David Locker)

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LEADING BUSINESS FIRMS
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**ASSOCIATED
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THE WESTWARD HO at Phoenix
THE VALLEY HO at Scottsdale
SUPERSTITION HO at Apache Junction
(under construction)

IN OKLAHOMA

THE ADAMS at Tulsa

IN PUERTO RICO

HOTEL LA CONCHA at San Juan

IN TEXAS

ROBERT DRISCOLL HOTEL at Corpus Christi
CLIFF TOWERS at Dallas
THE CENTURY MOTEL at Fort Worth
THE WILLIAM PENN at Houston
TRIPLE D MOTEL at Midland
HOTEL BRANDON at Pecos
HOTEL LINCOLN at Odessa
THE GUNTER at San Antonio

IN NEW MEXICO

WESTERN SKIES HOTEL at Albuquerque

John B. Mills
Chairman of the Board
Cecil Mills, President
Mercantile Securities Building, Dallas

Membership



New Chamber member guests at the May 6th Committee luncheon (above photo) were welcomed by Associate Chairman Bill Shaw. First row, left to right: Joe G. Harris, Peat, Marwick, Mitchell & Co.; John R. Eisenhower, Executive Secretarial Service; Joe Mannheimer, Davis, Reeves & Mannheimer Insurance Agency; John

Field, dairyman. Second row, left to right: W. D. Campbell, Safe-T-Flare Rental Service Co. of Texas; Bob Gordon, Bob Gordon Termite Service; U. Porter Bovard, Safe-T-Flare Rental Service Co. of Texas; George Clements, Steril-Ray, Inc.; W. S. Clements, Jr., Steril-Ray, Inc.; Edwin Burstyn, Simplified Tax Records, Inc.

Dallas Cowboys Football Club, Inc., 4425 N. Central Expressway; James H. Parker, Larry Karl, and Thomas W. Landry (Dan McElroy)

Retail

B & D Liquor Store, 914 S. Pearl Expressway; Bobbie Friedman (James K. Allen)

Cigarette Vending Service, Inc., 3100 Main; Bob DePriest (Bob Greenwald)
Comptometer Corp., 1111 Gulf States Bldg.; Charles J. Frenzer (David Locker)
James E. Golden Furniture, 4301 Bryan; James E. Golden (J. I. Sanders)
Ajax Distributors, Inc., 10640 Channel Drive; Irving L. Largolis (Russell Thompson)

Big D Liquors, 217 N. Akard; George Lonto (Jim McBride)

Dallas North Wholesale Lumber Co., Inc., P. O. Box 4857; Harold Clark (Carol Neaves)

Tex DeLacy, Statler Hilton Hotel, 1914 Commerce (Donald Atwood)

J & J Home Modernizers Co., 3611 Parry Avenue; C. R. Jones (Richard Spies)

L. H. Johnston, Jr., 2001 N. Harwood (A. B. Tate)

Statler Hilton Pharmacy, 212 S. St. Paul; Ernest F. St. Charles (Dave Balderach)

Hopkins Motor Co., Inc., 3200 Live Oak; Clyde B. Hopkins (A. B. Tate)

Contractors

Baker Bros. Plumbing Co. 2523 North Henderson; Robert H. Tiner, Jr. (A. B. Tate)

Bernet Construction Co., 3912 Lovers Lane; Edward N. Bernet (Jim Blackmon)

A & H Plumbing Co., 1222 Fuller Drive; Homer H. Ward (Brig. Gen. Max Volcansek)

Mesco System, Inc., 3614 Freewood; John J. Howarth (E. S. Parr)

Willett's Insulation Company, 412 S. Haskell; Ray N. Willett (J. A. Pott)

R. E. Barnes, Builder, 10143 Hedgeway Drive (M. M. Brdard, Sr.)

Love Field Plumbing Co., 1718 Bass Drive; Wm. W. Plumlee (Mrs. Polly Chamberlain)

Professional

Baker Clinic, 111 E. Woodin Blvd.; Keene F. Ludden, M.D.

Addison Bradford, Jr., Atty., 1500 Southland Center (Bob Greenwald)

Don S. Brown, M.D., 3710 Swiss Avenue (James C. Henderson)

J. Harold Cheek, M.D., 3707 Gaston Avenue (Pat Henry, Jr.)

Glenn R. Cherry, M.D., 328 Medical Arts Bldg. (Pat Henry, Jr.)

Graphic Illustrators, 3918 Harry Hines Blvd.; Torg Thompson (Lloyd Gerry)

J. Robert Griffith, C.P.A., Fidelity Union Life Bldg. (Asher Dreyfus, Jr.)

David J. Henry, M.D., 3607 Gaston Avenue (Pat Henry, Jr.)

May Agness Hopkins, M.D., 1035 Medical Arts Bldg. (Staff)

T. K. Irwin, Jr., Merc. Continental Bldg. (Mrs. Polly Chamberlain)

McKool & Bader, Southland Center; Mike McKool (James K. Allen)

Leonard J. Robison, M.D., 5736 Swiss (James C. Henderson, Jr.)

George W. Sibley, M.D., 201 W. Colorado (Bill Coleman)

Charles C. Strader, Jr., D.D.S., 6121 Gaston (A. B. Tate)

William S. Thomas, Atty., 4400 Lemon Avenue (J. A. Pott)

Edward B. Winn, Atty., Republic Bank Bldg. (Dan McElroy)

Donald G. W. Brooking, M.D., 414 Medical Arts Bldg. (Pat Henry, Jr.)

CHAMBER NEWS



SMITH

Smith Named Assistant Mgr., Chamber Industrial Dept.

John S. Smith has joined the staff of the Dallas Chamber of Commerce as Assistant Manager of the Industrial Department.

Mr. Smith, a native Dallasite, was graduated from North Dallas High School and attended both North Texas State and Southern Methodist University.

After serving three years in the U. S. Air Force during World War II, he was employed by Texas Employment Commission on April 19, 1946. He remained with TEC as Employee Relations Representative until June first when he joined the Dallas Chamber.

Mr. Smith has served over seven years on the Lasso Club, and earned a double life membership in the Chamber in 1953-1954. He won the second place Crossman Trophy in 1954 as Vice Chairman of the Membership Committee, and later served as Vice Chairman in 1957 and as Associate Chairman in 1959. He is immediate past president of the men's organization of Holy Trinity Catholic Church, and holds a 3rd Degree in Knights of Columbus.

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Complete printing facilities all under one roof... letterpress, offset... complete bindery... designers and printers of office forms, advertising material, books, magazines... equipped to handle all your printing.



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Hosts to the World

ADOLPHUS HOTEL

1250 Rooms

BAKER HOTEL

800 Rooms

CLIFF TOWERS HOTEL

118 Rooms

DALLAS HOTEL

363 Rooms

DALLAS ATHLETIC CLUB

85 Rooms

HIGHLANDER HOTEL

46 Rooms

HOLIDAY INN HOTEL

102 Rooms

LAKEWOOD HOTEL

66 Rooms

LAWN HOTEL

74 Rooms

LENNOX HOTEL

110 Rooms

LOMA ALTO HOTEL

134 Rooms

LYNN HOTEL

99 Rooms

MARRIOTT MOTOR HOTEL

300 Rooms

MAYFAIR HOTEL

146 Rooms

Symbol of Dallas' position as a world convention center is its new Memorial Auditorium. In and around Dallas' New Skyline are modern luxury hotels, growing market centers, entertainment and cultural attractions; built around one of the world's most completely air-conditioned cities. Today — Dallas hotels are truly: "Hosts to the World".

Dallas is the most centrally located of the nation's major convention centers. Just hours away from the East and



West coasts by Jet — Dallas has excellent air connections to Mexico, South America, Europe and the countries of the Pacific. It's easy to get to Dallas from anywhere by rail, plane or private automobile.

With more than 10,000 hotel rooms in its downtown and suburban hotels and motels — Dallas is equipped to handle the largest national conventions and trade shows. Complete air-conditioning is standard in Dallas. Our member hotels are staffed and equipped to handle events from small sales meetings on a self-contained basis to large meetings that require cooperative use of our maximum facilities.

Dallas growing back-log of national and international conventions and its expanding annual markets and recurring trade shows prove that people like to come to Dallas. What is more important — they want to come back. In Dallas — the individual guest comes first. It is the tradition of Dallas Hospitality.

MELROSE HOTEL

159 Rooms

MIRAMAR HOTEL

81 Rooms

OAKS MANOR

76 Rooms

**SHERATON-DALLAS
HOTEL**

600 Rooms

SOUTHLAND HOTEL

231 Rooms

STATLER HILTON

1001 Rooms

STONELEIGH HOTEL

148 Rooms

TOWER HOTEL COURTS

180 Rooms

TOWN HOUSE

80 Rooms

TRAVIS HOTEL

195 Rooms

WHITE-PLAZA HOTEL

265 Rooms

WHITMORE HOTEL

82 Rooms

WYNNEWOOD HOTEL

73 Rooms

DALLAS HOTEL



Association
INCORPORATED

Women in BUSINESS

by Jim Stephenson



Nita Harris

Perhaps the most air-minded gal in air-minded Dallas, Nita Harris retains a down-to-earth philosophy.

"When all you've got to sell is service," observes Nita, "you've got to be ready to serve — to consider the needs and problems of the public, and do your best to meet them."

Nita has had lots of practice at this, beginning back during World War II, after her graduation from Braniff International Airways' first reservations training class for women. Now she's supervisor of the El Dorado desk, handling all top executive accounts in the area.

Tiny, gray-haired, friendly Nita holds seniority among Braniff's "ground stewardesses." Only last March she received a diamond pin from Vice-President Rex Brack for 20 years of service.

Braniff President Charles E. Beard pinned an orchid on Nita. It was he who, in 1940, gave her a diploma from the reservations school. The school, Nita recalled, was Mr. Beard's idea.

"There was a war brewing, and he figured there would be a man shortage."

There was.

During the war and afterward, plane reservations came to be almost exclusively women's work.

In the war years, Nita worked long hours without days off, adjusting difficult schedules, and gently advising folks that

other folks with priorities had "bumped" them.

As the war ended, many servicemen flew home — and many families flew to meet their menfolk. "Everybody got air-minded," Nita said. The trend has not let up. More folks fly today than ever before.

Air-minded Nita flies a lot — via Braniff. She has visited virtually every city that her airline serves, including Buenos Aires and Sao Paulo.

A high point in her 20-year aviation career came in 1954, when she was selected by Northwest Oriental Airways as one of four outstanding reservations women in the nation — and treated to a 3-week tour of the Orient — Hong Kong, Tokyo, Manila and other exotic places.

Friendly, accommodating Nita Harris got into aviation because of her liking for talking with people and helping them.

She formerly worked in the offices of the American Automobile Association in the Baker Hotel. These offices were shared with Delta and Braniff.

"In those days," she said, "there often was no one there to answer the phone for the airlines. So I made reservations for them."

Thus bitten by the aviation bug, Nita inquired around to assure herself that the airplane was here to stay, then signed up

for the reservations class, along with 14 other women screened from among 300 applying. The class was made up of those who qualified on the basis of aptitude for airline work, intelligence and experience in public service.

For a time in 1940, Nita and only two other girls handled all Braniff's reservations, from Room 1515 of the Baker. It now takes more than a hundred in Dallas alone to keep up with Braniff traffic.

Nita's career embraces the early day 10-passenger Lockheed Electra, the DC-2's — and now the Boeing 707 Super Jets.

"Those Electras had board seats and box lunches, and some of those tall Texas guys had to keep their chins on their knees, but they were great planes in their day," Nita said.

Then Nita waxed most enthusiastic about the 707's. "I could talk about them all day," she declared, but one statement seemed to sum it up:

"They're just the most wonderful thing airborne."

Nita, who lives with her mother and sister in Stevens Park, said that she's an incessant reader, not much inclined toward club work since she has so much pleasant association with the public and other women at Braniff.

"After a day on the job, I'm ready to curl up with a book — any book, good or bad," she grinned.

Now...faster and more efficient motor freight service

new RED BALL

DALLAS TERMINAL and General Offices



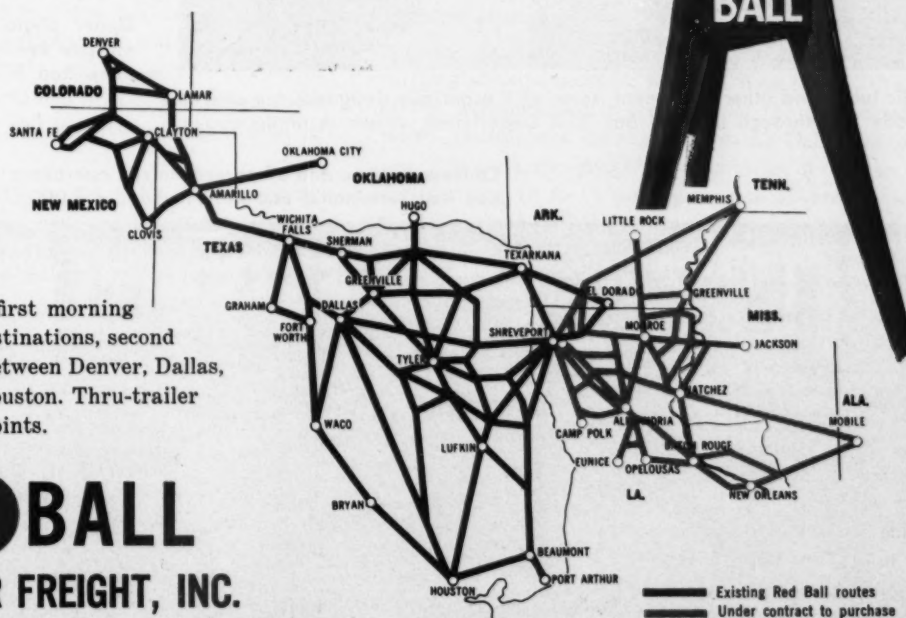
Every dollar spent by Red Ball for the new Dallas terminal is an investment in greater customer satisfaction. This terminal facility was carefully designed to provide the most modern methods of handling and dispatching freight for those who use Red Ball's "Smiling Service."

Daily schedules — first morning delivery to most destinations, second morning delivery between Denver, Dallas, Fort Worth and Houston. Thru-trailer service to offline points.

RED BALL

MOTOR FREIGHT, INC.

3177 IRVING BLVD. DALLAS



RED BALL

Occupies New Dallas GHQ Terminal

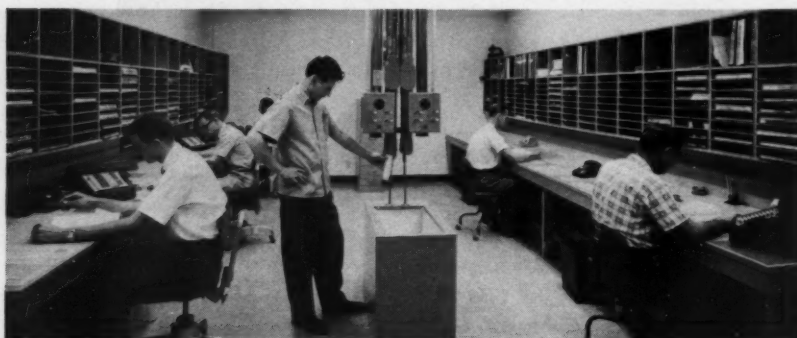
The new "Texas Size" Red Ball Motor Freight Terminal, dedicated early this month, marks a new step forward for Dallas motor transportation and a new chapter in the history of Red Ball — one of Dallas' largest home-based motor carriers. Described by many as the most outstanding motor freight facility in the nation, the new million dollar plus Red Ball plant at 3177 Irving Boulevard, off new Stemmons Expressway, extends over 20 acres. Major structures include impressive general office facilities, complete garage and service buildings, Dallas terminal offices and docks.



Henry E. English, Founder and Board Chairman of Red Ball Motor Freight Inc., started with one truck 32 years ago.

Statistics point up the magnitude of this show place of the industry. Red Ball general offices occupy 18,525 square feet. Dallas terminal and dock offices occupy 67,429 square feet. Garage and shops occupy 59,805 square feet. This makes up a total of 136,805 square feet in buildings. Enclosed in the paved Red Ball fenced-in area is a total of 666,000 square feet of concrete and asphalt.

Service features incorporated into the new Red Ball headquarters should make it one of the most efficient operations in the nation. Their main dock is 500 feet long and designed



Pneumatic tubes and other equipment, some of it especially designed, are utilized to expedite bills through the Red Ball Rate Department, shown in photo above.



Upper photo shows partial section of massive Red Ball mechanical shops that keep Red Ball's trucks in good repair.

Conveyor system and other mechanized operations on Red Ball main dock. The Red Ball Terminal is equipped to handle 5,000,000 pounds of freight daily.



for future expansion. High level illumination on docks allows for 24-hour operation. Special lights flood into covered vans backed into docks. Conveyorized dock facilities make it possible to load and unload 100 trucks simultaneously.

The Red Ball Terminal is equipped to handle 5,000,000 pounds of freight in and out daily — and will be able to handle 3,500 to 4,500 shipments in and out daily. Built into this terminal are also such features as a special dormitory wing with sleeping accommodations for 50 drivers, snack bars and food facilities. The general and terminal offices also have the most modern billing and office equipment and special motor freight communications and other facilities to eliminate lost motion, and handle the largest possible volume of freight.

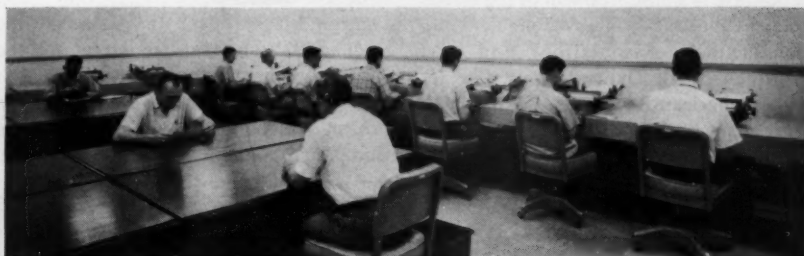
Red Ball Motor Freight Inc. now operates over a 6,000 mile area and has an application pending for the acquisition of The



Section of Red Ball general offices, shown above, in one of the main buildings at Dallas Terminal on Irving Blvd.



Main Red Ball docks, shown above, 500 feet long by 80 feet wide, are able to accommodate 100 trucks simultaneously.



Deluxe quarters of Red Ball billing department, another important factor in expediting detail on freight shipments.

Couch Motor Lines of Shreveport which would extend its operations from Denver into New Orleans, Memphis, Jackson, Mississippi and Mobile. Red Ball now has some \$8,000,000 invested in equipment and another \$5,000,000 invested in terminals. Its payrolls exceed \$7,000,000 annually to more than 1,100 employees including 180 line drivers. It operates some 1,200 units of rolling stock and last year ran up a total of 15,000,000 operating miles.

Red Ball Motor Freight Inc. is one of the few remaining trucking concerns solely owned and operated by the same in-

dividual who started the operation 32 years ago. Henry E. English is Board Chairman and his son, O. B. English is president of the firm.

Just 35 years ago in 1924 and 1925 DALLAS Magazine was carrying advertisements for Red Ball Stage Lines: "Originators of bus transportation in the heart of the great Southwest." Henry English was the manager of the Dallas-to-Greenville line. This enterprise involved the operation of oversize touring cars carrying 10 to 12 passengers over whatever roads were available. In 1927, Henry English sold his interest in this

Partial view of Red Ball Terminal from top of maintenance shops shows section of truck parking facilities in 20-acre enclosure.



Our
Congratulations
to
**RED BALL
MOTOR
FREIGHT**



venture and began the operation of Red Ball Motor Freight Lines out of Lufkin. His first trucking business involved the hauling of general commodities between Lufkin and Houston.

A native of Sulphur Springs, Henry English is one of the real pioneers of Southwest motor transportation. Starting out with one truck, he covered the roads of East Texas on his own line, helping unload freight, soliciting business, talking to customers and building his business from the ground up. Early in the thirties he expanded Red Ball operations into the East Texas Oil Field area and then into Shreveport and Beaumont. The general offices of Red Ball were moved into Dallas in 1938.

Henry English is also an example of a man who has always found time to help in building his industry and participate in civic affairs. He is a past president of the Texas Motor Transportation Association and also served as president and board chairman of the American Trucking Association. He is a past president of the Dallas Rotary Club, the Dallas Wholesalers and Manufacturers Association, and past Chairman of the Dallas County Chapter of the American Red Cross. Currently he is President of the Dallas Citizen's Traffic Commission and Chairman of the Con-

vention Committee of the Dallas Chamber of Commerce.

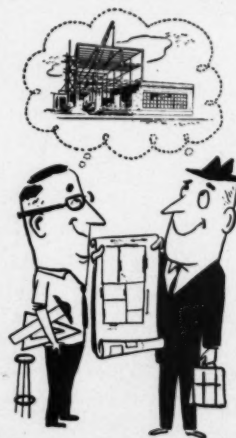
Among key personnel in Red Ball, in addition to Board Chairman Henry E. English and President O. B. English, are E. B. Bailey, vice president and general manager; C. E. Fisk, vice president of operations; Charles M. Bickford, assistant general manager; J. O. Crawford, vice president of traffic and Ray Wilson and Burt Hanson, assistant traffic managers; Beeman Carrell, vice president and treasurer; J. R. Moore, vice president and secretary; R. F. Sanford, vice president and assistant to the chairman of the board; Jim Deare, general sales manager; Frank Oxford, terminal manager; John Murphy, claim agent; S. J. Mooney, claim prevention supervisor; Jess Mooney, auditor; and Harold Odom, superintendent of maintenance.

The Red Ball Terminal was designed by Dallas architect, George Dahl and built by Inwood Construction Co. The magnitude of the operation required three construction superintendents at one time. George Linskie Co., Inc. handled the mechanical construction contract and the electrical work was executed by the Rob Roy Electric Company. Paving on the project was handled by Texas Bitulithic Company.

inwood *Builds Best...*

...for Inwood Construction Company has had many years of experience as a leader in the building industry. Numerous new buildings in Dallas, alone, testify that Inwood Construction Company is the General Contractor for the best job.

One of the recent projects in which Inwood was the General Contractor is the spacious, modern Red Ball Motor Freight facilities. This is an asset to the community, a tribute to Inwood's ability. The completion of the Red Ball Motor Freight facilities is another step in Dallas' expansion, one of many outstanding projects, erected by Inwood, for a future of progress.



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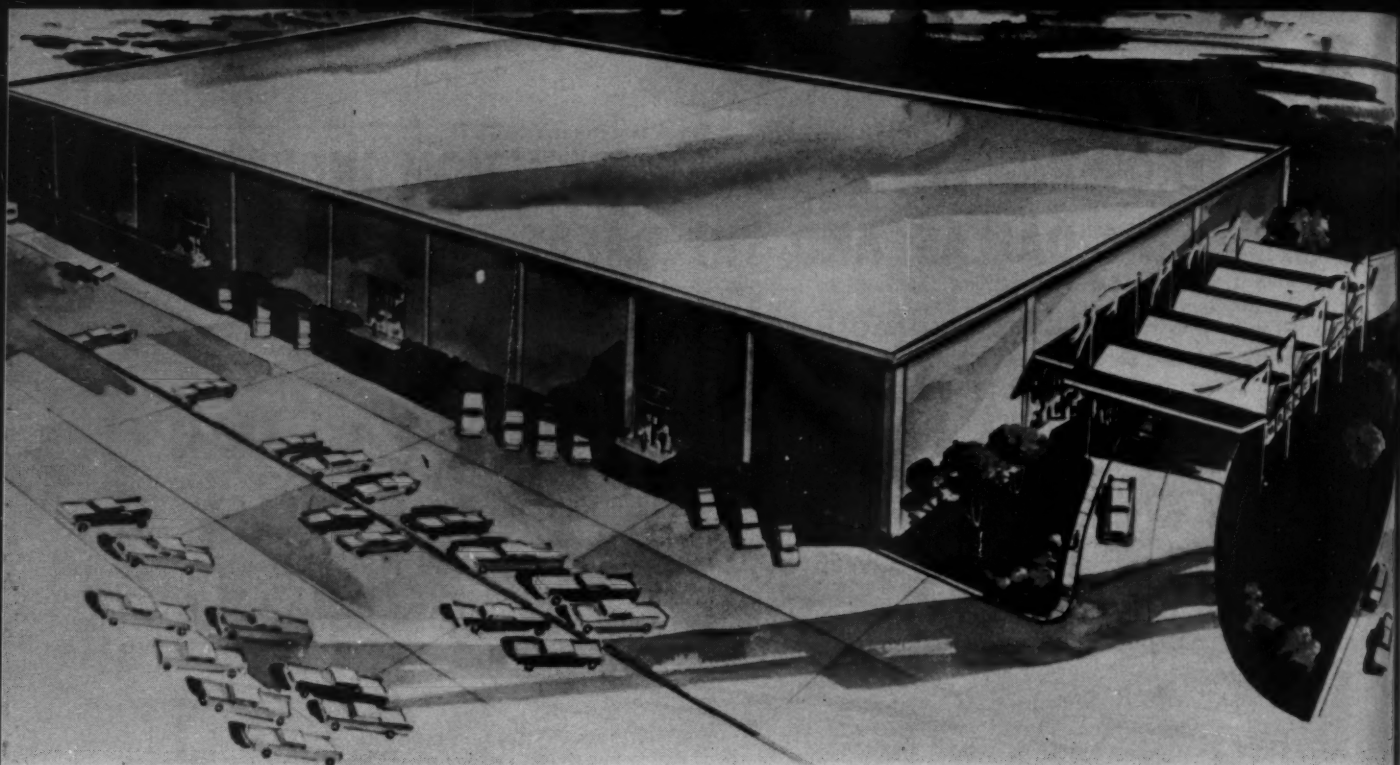
Red Ball has built a great tradition of service over the years—a tradition that is respected throughout the transportation industry.

We specialize in service, too, and are proud

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Our congratulations on your fine, new general offices and Dallas Terminal.

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Market Hall Opens Doors for More Trade Shows and Public Exhibits

Within the last decade, trade shows and public exhibitions have assumed new importance as sales tools of modern merchandising.

Manufacturers are making greater use of trade shows to introduce new products, create enthusiasm among salesmen, and teach dealers better techniques for selling.

Similarly, big public showings hasten the swing to new styles, spur competitors to improve their offerings, and capture the attention of customers in a fast-moving, busy world.

Dallas keeps pace with such cities as New York, Chicago, Detroit, and Miami in establishing a bright new home especially designed for trade shows and public exhibits.

Market Hall, a handsome 67,500-square foot, air conditioned, exhibit building opens July 2 as part of the multi-

million dollar Master Market Center on Stemmons Freeway. It takes its place beside the buildings which house permanent, year-round displays of furniture, floor coverings, gifts, appliances, toys, housewares and decorative accessories; the Dallas Trade Mart and the Homefurnishings Mart.

Market Hall will function similar to the Coliseum at Columbus Circle in New York, Cobo Hall in Detroit, or the new Coliseum under construction in Chicago. Of all these major exhibit buildings, however, Market Hall is the only one to offer free parking space for thousands of cars.

One week, for example, Market Hall may look like the world's largest Gift Shop. It will have literally thousands of items on display by several hundred different manufacturers. Exhibitors will come to Dallas from Chicago, New York,

General Contractor for Market Hall:

McFadden & Miller Construction Co.

4310 Westside

LAkeside 1-3136

Los Angeles, Ohio, San Francisco, Mexico, Holland, Tokyo, and many other places.

Buyers from retail stores will come from 14 or 16 states to examine the merchandise and make their selections for the coming season.

A week later, Market Hall will be filled with sofas, lounge chairs, dinette sets, dining room furniture, carpets—everything the buyer from a furniture store wants to see.

Again, both the exhibitors and buyers will have traveled many miles to meet in Dallas.

Shows like the two described above are not open to the public, but only qualified buyers for established retail stores.

At other times, however, the doors of Market Hall will swing open wide to everyone seeking new ideas. The spring Boat Show will assemble a notable array of boats, motors and accessories for the water-loving sportsman. Or the Home Show will entice Dallas housewives and their spouses with hundreds of items for their home.

Market Hall has been carefully designed to meet the needs of its special users. Its owners and officers, Trammell Crow and John and Storey Stemmons, visited every major exhibit building in use in the United States today.

Architect Harold Berry and his associates spent many hours talking with show producers, executive secretaries of trade associations, managers of other show buildings, decorating contractors, theatrical suppliers, and buyers who attend various trade shows.

The result is a building that is clean, functional and modern in every detail. It has many wide and high loading doors so that equipment may be moved in and out easily. There are only 16 center columns in the building, so that as few obstructions as possible break up the space. Other features are described on the following pages.

General contractor on Market Hall was McFadden and Miller. Electrical contractor was Johnson Electric Company. General Electric air conditioning was installed by Texas Distributors, Inc.

Market Hall will be managed by the same professional staff that operates the Trade Mart and Homefurnishings Mart.

These Major Shows Already Scheduled for Market Hall

- Christmas Gift and Toy Market
(July 2-8, 1960)
 - Summer Homefurnishings Market
(July 18-22, 1960)
 - Dallas Housewares Show
(July 30-August 2, 1960)
 - Fall Gift and Jewelry Market
(September 3-9, 1960)
 - Winter Homefurnishings Market
(January 16-20, 1961)
 - Dallas Housewares Show
(January 28-31, 1961)
 - Spring Gift and Jewelry Market
(February 18-24, 1961)
 - Southwest Boat Show
(March 3-12, 1961)
 - Home Show
(March 18-26, 1961)
-

Experienced in show promotion, attracting buyers to market, and working with exhibitors, the Marts' staff works the year 'round to develop Dallas as a marketing center.

Market Hall is located only six minutes from Main and Akard Street. Right across the street from the new 300-room Marriott Motor Hotel, it is in the midst of many motor hotels in the Hines Boulevard area and is convenient to all Downtown Dallas hotels.

It is also in close proximity to Dallas Love Field, an important asset in the trade show business.

Electrical Contractor for Market Hall:

Johnson Electric Company

Commercial — Residential

5226 Redfield

Lakeside 8-9271

Market Hall Gives Dallas New 67,000-Foot Exhibit Area

Market Hall has been carefully designed and engineered to give the professional show manager, producer or convention chairman every feature he needs for a smooth-running exhibit or trade show.

Here is a summary of special features available:

SHAPE — Market Hall is rectangular, 150' wide by 450' deep. Ceiling is 20' high. Can accommodate 450 standard-size booths (10' x 10'). Three loading doors are 20' wide by 18' high; two others are 12' wide by 14' high. If entire area is not required, Market Hall may be used in sections: One half (150' by 225') or one-third (150' by 150') or two-thirds (150' by 300'). Air conditioning and lighting is arranged so that it may be supplied to the section in use, without lighting or cooling the entire hall.

AIR CONDITIONING AND HEATING — Three completely separate cooling systems provide Market Hall with 240 tons of air conditioning, designed and installed by General Electric. Over-head heating units are out of the way of exhibits.

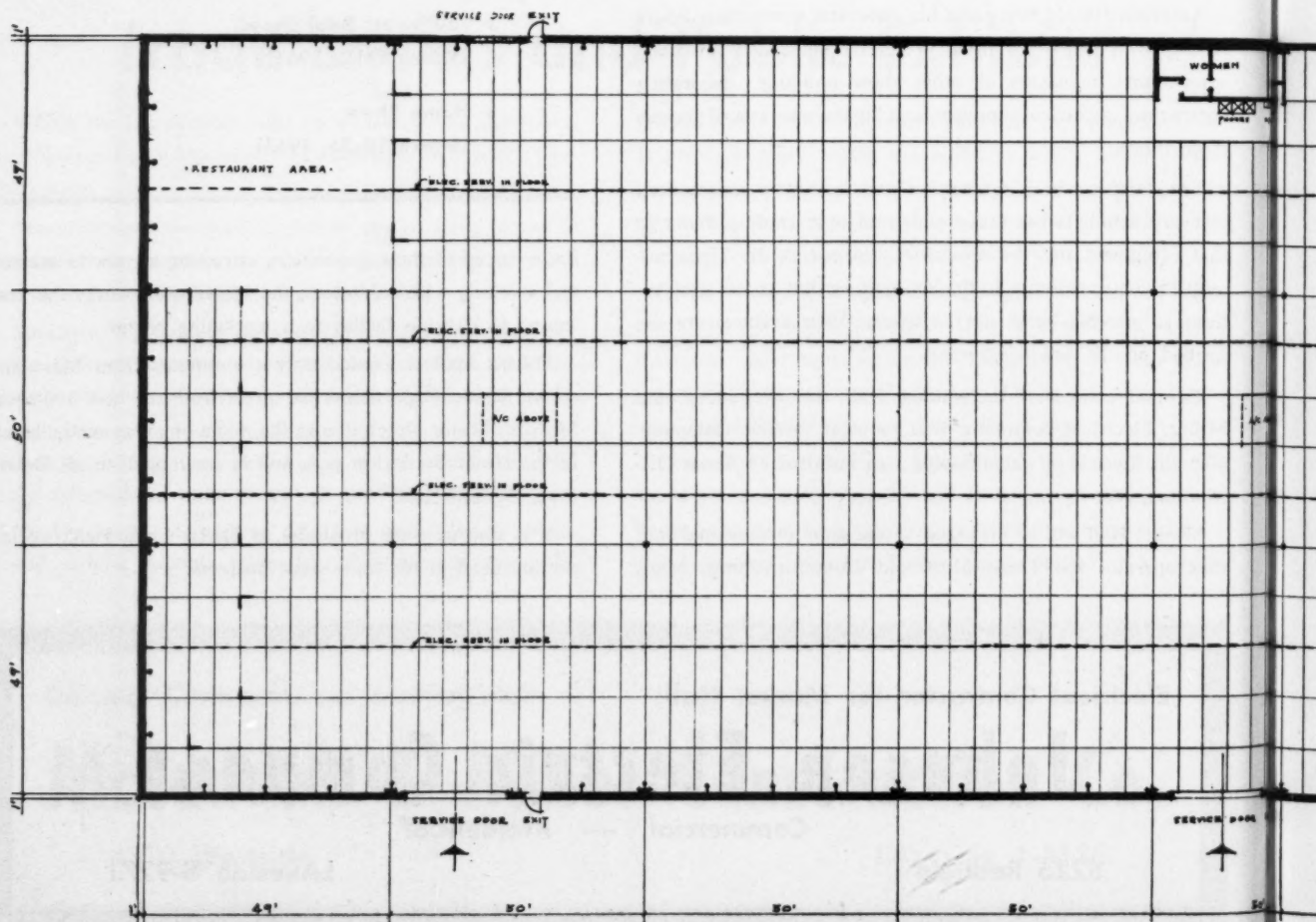
ELECTRICAL INSTALLATIONS — 10,368 feet of fluorescent lights bathe Market Hall in high-intensity display lighting. Market Hall has 36 rows of lights, each 150 feet long, stretching from one side of the hall to the other. Each row

contains 36 Slimline warm white fluorescent bulbs. Building has in excess of 100,000 watts of illumination. For lighting booth displays, electrical outlets are recessed every 30' in the floor. Each outlet provides 20 amps of current. If required, outlets are available at 2-foot intervals throughout the floor. In addition, outlets are provided at 15' intervals around the entire wall of the building.

WATER AND DRAINS — Fifteen water outlets are provided in the floor in a side section of the hall. Water is furnished in ¾" pipes. Beside each water pipe is a 3" floor drain.

TELEPHONES — Seventy-five separate telephone lines are available in Market Hall from 16 different locations. For practical purposes, every booth requiring it can have private phone service during a show. Southwestern Bell will install phones for as little as \$17.00 each for use during a week-long show period. In addition, there are six pay phones available at convention locations.

PUBLIC ADDRESS AND CLOSED CIRCUIT TELEVISION — Arrangements can be made for installation of closed circuit television, recorded music or public address systems in Market Hall.



INTERIOR DECOR — Attractive, clean modern design has been employed through Market Hall. Interior walls are white; ceiling is silver. Entrance-way is glass. Designed to blend with and provide a background for any desired show colors.

RESTROOMS, DRINKING FOUNTAINS — Visitors will find many thoughtful conveniences for their comfort. Rest rooms are stadium-type to handle large crowds quickly and conveniently. Vending machines, drinking fountains and lounge areas are placed at frequent intervals.

COVERED ENTRANCEWAY — Buses, taxis and airport limousines may discharge passengers under the covered entranceway at the front door. Glass-enclosed lobby will allow passengers to wait for their transportation inside the building.

OUTDOOR TICKET OFFICES — Two outdoor ticket offices may be operated on either side of the main entrance. Offices are quipped with lights, phones, heat and electrical outlets.

CATERING SERVICE — Food service is available next door to Market Hall from Frank Clement's Trade Mart Food Services. Stainless-steel hotel-type kitchen prepares any type of food required, including full-scale banquet.

FIRE-PROOF CONSTRUCTION — Brick exterior, concrete block interior walls, concrete floor and sprinklered ceiling provide maximum fire protection.

FREE PARKING — Market Hall is surrounded by plenty of free parking on both sides. The asphalt parking lot may be used by both exhibitors and visitors attending the show. Parking lots may also be used for outdoor exhibits.



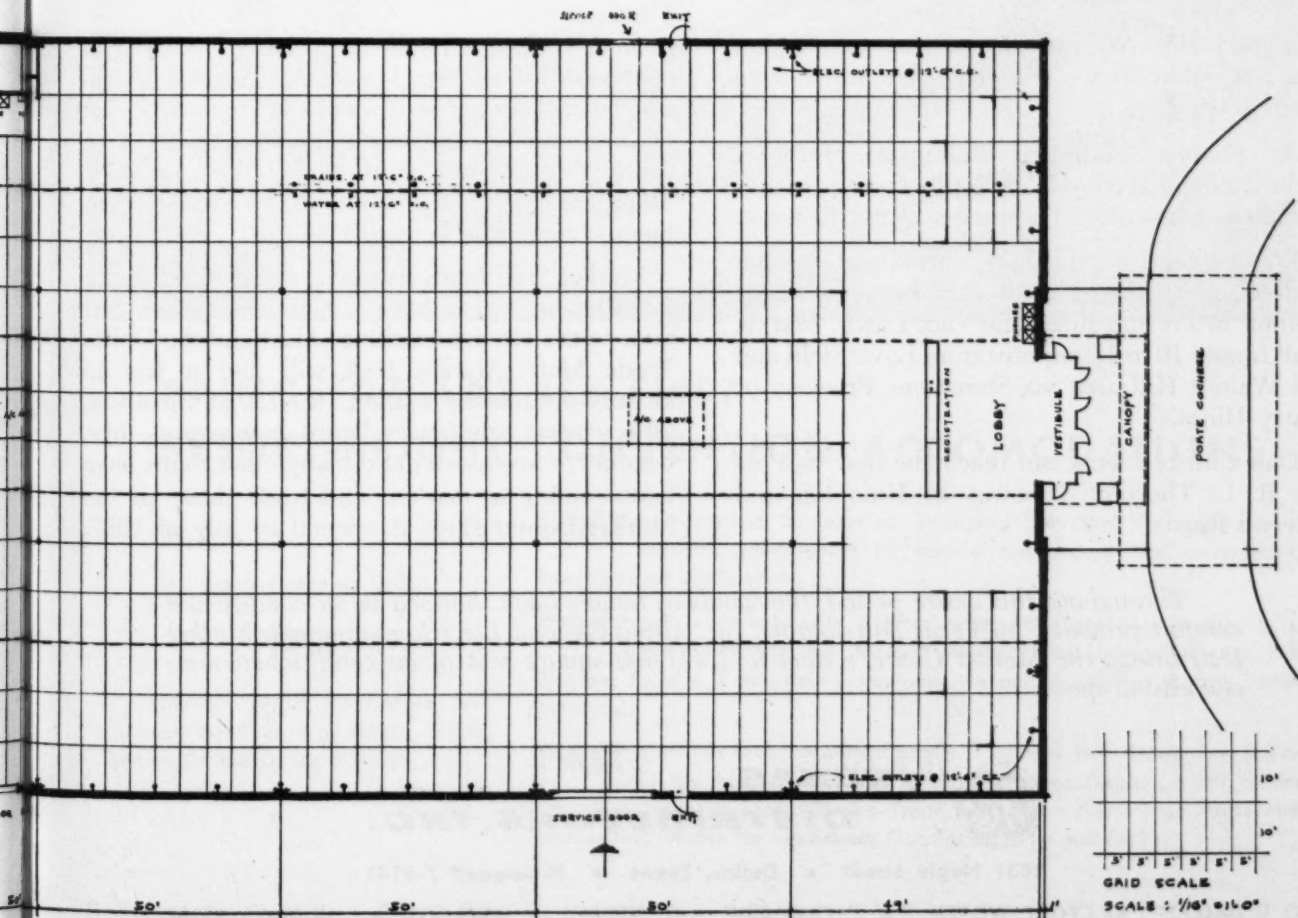
BOOTH EXHIBITS like the one above will be set up for week-long display in Market Hall. Private phones can be arranged.

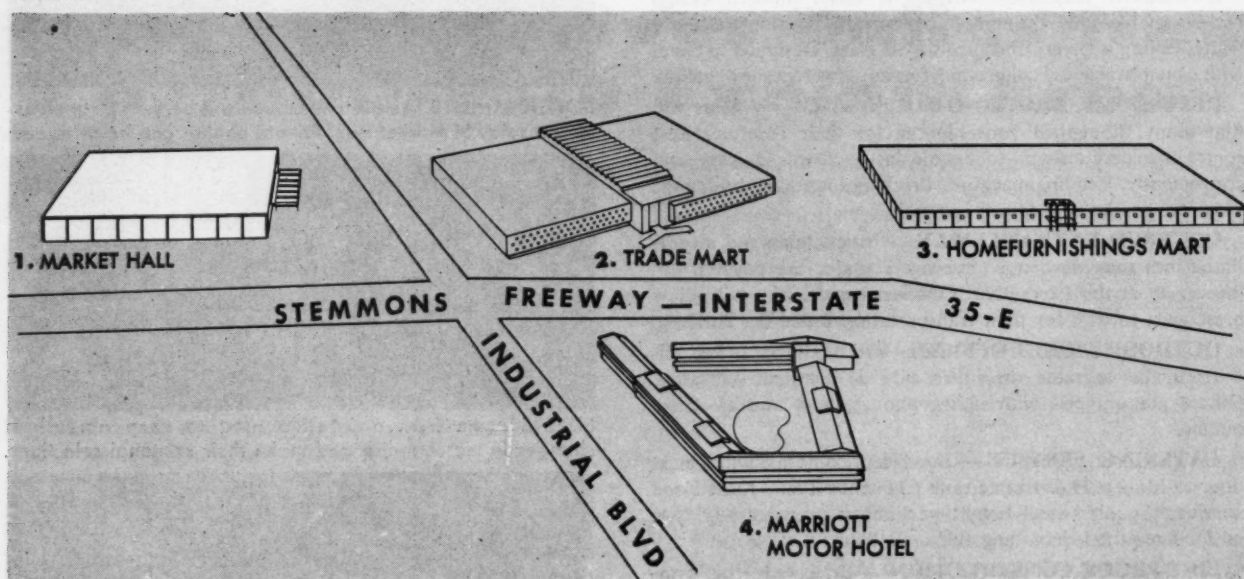


BUYERS come from a 14-state area to keep abreast of changes in merchandise and make their seasonal selections.



COMPLETELY FLEXIBLE, Market Hall may be used for all types of exhibits: from aircraft engines to jewelry displays.





Freeway Puts Market Hall 6 Minutes From Main and Akard

Market Hall is ideally located to serve either trade or public shows. It is only six minutes from Main and Akard.

At the intersection of Stemmons Freeway, Industrial and Harry Hines Boulevard, the visitor has three convenient fast-access routes to town.

For residents in the Park Cities and Preston Hollow area, Market Hall may be reached by coming in Preston Road and Oak Lawn. Market Hall is only 10 to 15 minutes from Love Field and the Walnut Hill area via Stemmons Freeway or Harry Hines.

Oak Cliff residents can reach the new hall via the R. L. Thornton Freeway or Hampton and Inwood Roads.

Since Interstate Highway 35-E is the main mid-continent route from Mexico to Canada, it will also be easy for out-of-town visitors to find Market Hall. Stemmons Freeway (Interstate 35-E) is 16 lanes wide in front of Market Hall, so actually, Market Hall could not be located on a more prominent corner anywhere in Dallas.

Market Hall takes its place as the third major building in Dallas' Master Market Center. Next door to the Homefurnishings Mart and the Dallas Trade Mart, Market Hall will find it has an already-established market. Buyers of furniture, gifts, carpets, appliances, lamps, housewares, toys, decorative accessories and many other items have been coming to markets and trade shows at the Market Center since it opened in July of 1957.

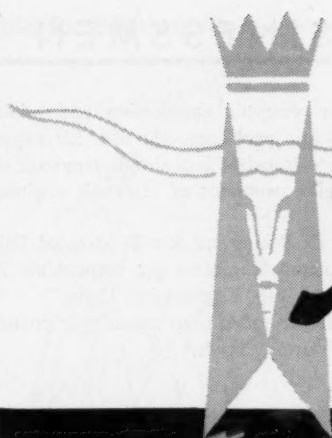
Throughout this entire period, thousands of buyers have shopped in air-conditioned comfort provided by Texas Distributors, Inc., using General Electric equipment. Market Hall brings the Market Center's total to 1,461,000 square feet of air-conditioned merchandising space.



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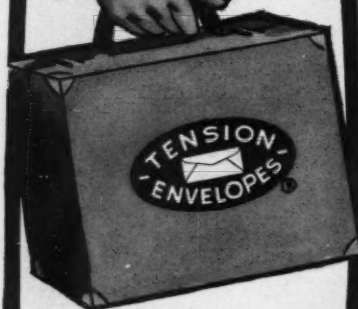
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BOOKS FOR BUSINESSMEN

For vacation time, Dr. Colter Rule has provided *A Traveler's Guide to Good Health* abroad. Here are the answers to your questions about shots, doctor-hunting, motion sickness, food, travel with children, pets, or an invalid. Practical advice about diarrhea or snakebite makes for discouraging reading, but the old saw "forewarned is forearmed" still holds. A glossary of medical terms in four languages is appended.



Science and Technology in Contemporary War is a translation of the key writings of Major General G. I. Pokrovsky of the Engineering Technical Services, Soviet Army. General Pokrovsky is a man of remarkably diverse qualifications, and is a member of the Interdepartmental Commission for Interplanetary Communications, which prepared sputnik.

The interested military man or layman can find information on the military implications and military uses of computer mathematics, radioastronomy, microbiology, celestial mechanics, electronic transistors, and of infrared devices. Baised, but significant.

Of particular interest to Dallasites is a new book, *Elements of Petroleum Reservoirs*, compiled by Norman J. Clark, and published by the Society of Petroleum Engineers of AIME.

Mr. Clark, formerly associated with Core Laboratories and Humble Oil, and now owner of his own firm, is a special-

ist in reservoir engineering and related economic problems. He uses his experience to translate into simple language the complex problems of reservoir engineering.

P. D. White and Jon T. Moss of Tejas Petroleum Engineers are responsible for Chapter 14, "Combustion Drive."

For the more than casually interested, an absorbing book.

The planning for the largest highway building program in U. S. history is underway. *The Highway and the Landscape*, edited by W. Brewster Snow, will be valuable in determining the objectives of this program. Emphasizing that the best looking highways are the safest and most efficient, a group of national authorities has written a book whose message should be of interest to civic groups, taxpayers, and motorists.

Written by Clarence B. Randall, *The Communist Challenge to American Business* attempts to provide some answers to the growing problem of Russia's economic influence in world affairs. Mr. Randall, who left his desk at Inland Steel to work on government assignments, exhorts other business men to assume similar service. Timely but not profound.

"Few persons are born with the sagacity and judgment which can lead to great fortunes," states John Alan Appleman in the first chapter of *How to Increase Your Money-Making Power*. However, he feels that making a moderate amount of money is fairly simple. Here are suggestions for making yourself inflation-proof or depression-proof on investing, real estate, insurance, banking, finance, manufacturing, small business, and on the ideas and ingenuity which makes success possible. Only for the novice.

Atomic Energy in the Soviet Union by Arnold Dramish, reviews articles from Soviet newspapers and technical journals on the development of atomic energy. The general reader will find maximum information on material resources, testing centers, personnel, and the controlled thermonuclear program. A jolt for the complacent.

Books for Business Men

Figures going up?



Dr. E. W. McHenry provides a common sense answer to the nutrition problem in *Foods without Fads*. Believing that fads are taken up by comparatively few people and last too short a time to cause real harm, Dr. McHenry offers basic instructions in nutrition to help correct the poor food habits which he blames for most of our ills.

★

Off the press is the eighth edition of an investment standby, *Business Barometers for Profits-Security-Income*, by Roger W. Babson.

★

Nicolas Darvas, world-famous as a dancer and incidentally as an investor, has written a book which will be an immediate best seller. His *How I Made \$2,000,000 in the Stock Market* will be released by Citadel Press June 10th.

By Helen Cecil

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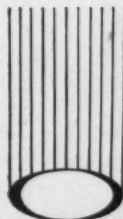


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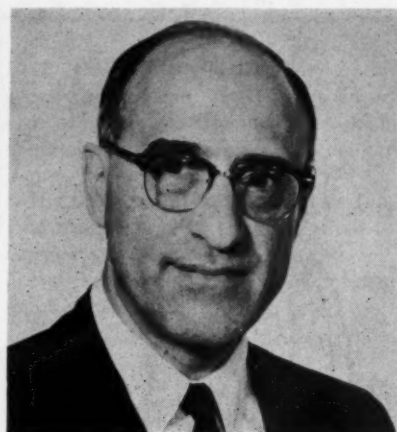
...and
leave the
driving to us!



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Clubs and Associations



MITTENTHAL

Mittenthal Heads Mortgage Bankers Association. M. J. Mittenthal of Dallas has been named new president of the Texas Mortgage Bankers Association.

Other officers chosen by the group at its 44th annual convention at Galveston are J. DuVal West, elected to his 13th consecutive term as secretary-treasurer and also chosen life member; James A. Cheek, newly elected a director, and Paul Crum, re-elected to the directorate.

★

Thayer Heads Eighth Region Navy League. W. P. (Paul) Thayer, vice-president and general manager of the Aeronautics Division of Chance Vought, has been elected president of the Eighth Region of the Navy League of the United States.

Jack Hospers, special assistant to the president of Chance Vought, was re-elected to a fourth term as a national director of the organization.

The Eighth Region, which corresponds to the Eighth Naval District, includes Texas, Oklahoma, New Mexico, Louisiana and Arkansas.

Mr. Thayer previously had served as the League's state president for Texas.

★

Langston Appointed Secretary of Cancer Society. L. E. Langston has been named acting executive-secretary of the Dallas unit of the American Cancer Society.

Mr. Langston, a native Texan, has been a volunteer worker for the Dallas unit for the past several months. Prior to his retirement in 1957, he was executive vice-president of the National Shoe Retailers Association, with headquarters in New York City.

Clubs and Associations



STOUGH

Stough to Head Pipe Nipple Group.

Robert V. Stough, vice-president and general manager of Southern Nipple Manufacturing Company of Dallas, has been elected president of the National Association of Pipe Nipple Manufacturers. Mr. Stough is a 1943 graduate of Southern Methodist University's School of Engineering.

Southern Nipple Manufacturing Company is a 37-year-old Dallas manufacturer of pipe nipples for industrial, oil field, plumbing and the hardware trade.

★

Ray Named to Banking Commission.

DeWitt T. Ray, senior vice-president of the Republic National Bank of Dallas, has been appointed state chairman of the Banking Centennial Commission for observance of the 100th anniversary of the National Banking Act.

The Centennial Commission is headed by Ben H. Wooten, board chairman of the First National Bank in Dallas. A widespread banking information program will reach its high point during 1963, the Centennial year.

★

Tool And Die Group Elect Polley.

B. R. Polley, of Polley Bros. & Verson, Dallas, has been elected president of the Texas Tool and Die Manufacturers Association for the year 1960-1961.

Other officers elected include Rolf Udstuen, Udstuen Manufacturing Company, Inc., Garland, treasurer.



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DALLAS • JUNE, 1960

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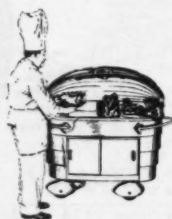
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ac/cu-ra-cy (ak'u-rā-sē), n. [From ACCURATE.] State or quality of being accurate; freedom from mistake or error, secured by exercising care; as, to reason with accuracy; hence, exact conformity to truth, or to a rule or model; precision; exactness; correctness; as, the value of testimony depends on its accuracy.

ac/cu-rate (rīb), adj. [L. accuratus, past part. & adj., fr. accurare to take care of, fr. ad to + curare to take care, fr. cura care. See CARE.] 1. In exact or careful conformity to some standard of requirement, esp. as the result of freedom from failure, error, or defect; exact; as, accurate knowledge. 2. Precisely; executed with care; careful. Obs. S. accurate, just, particular, faithful, true, close, CORRECT.

#1 accuracy

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Clubs and Associations

Advertising Group Appoints DeJernett. Ira DeJernett of Dallas has been named executive secretary and treasurer of the Southwestern Association of Advertising Agencies.

In a move to expand its activities, the Association has established executive offices in the Interurban Building in Dallas. Founded over 25 years ago, the group is composed of sixty of the leading advertising agencies in the states of Texas, Oklahoma, Kansas, Arkansas, Louisiana and New Mexico.

★

Soroptimist Camp Brings Help to the Handicapped

The Soroptimist Camp for crippled children is the brainchild of the Soroptimist Club of Dallas, a service club for women. It is the outgrowth of a vision and desire to open new horizons for handicapped children. The members' determination to help crippled children adjust to as normal life as is possible has been an incentive for their untiring efforts in fulfilling this dream—that of owning and maintaining a camp for crippled children.

The first camp was for only one week at Campfire Girls Camp El-Lo-Wi in 1946, with 19 handicapped campers. Through hours, days, months and years of work by the Dallas Soroptimists many individuals and organizations have become interested in the camp and have made it possible for the Soroptimists to build a magnificent new facility designed especially for the handicapped with ramps and handrails, and hard topped walkways.

Camp Soroptimist today consists of 42 acres of wooded land located in Denton County northwest of Lewisville, Texas, approximately 28 miles from Dallas. The buildings consist of a lodge with dining room, kitchen, recreation room, laundry and office. There are six cabins, each of which will house eight children plus the unit leader and two counselors. Three of these cabins are in the boys' unit and three in the girls' unit. Two farm houses on the land have been converted into a combination staff house and temporary infirmary, and a craft house. The camp further includes a fan-shaped swimming pool and bathhouse equipped with showers and toilets. A deep well and 11,000-gallon elevated tank affords water facilities. A paid caretaker lives on the premises throughout the year.

Clubs and Associations

Handcraft is popular and the children make their own Indian costumes for Council Fire night when awards are given for their achievements. Archery is a favorite sport at Camp Soroptimist and each camper works diligently to hit a bull's eye so that he may belong to the "Arrow Club." The spiritual growth of the child is also cultivated. Inter-faith religious services and the inspirational theme of the unit "Pow-Wows" play a big part in the spirit of the Camp.

Plans for this summer have been formulated to accommodate more than 300 handicapped boys and girls.

Soroptimists' telephones are constantly ringing with inquiries from parents requesting admittance for their handicapped children. Due to the limited facilities at Camp many requests are being turned down.

The master plan calls for two additional cabins which would mean that 16 more children could attend each session or 96 more children for the summer camping season. Groups of handicapped children attend week-end camps during the winter months. No child is ever charged a fee to attend Camp Soroptimist. Funds to operate Camp Soroptimist are raised by various fund-raising projects, the principal one being the annual "Old Newsboys' Day" drive. Individuals and organizations may provide camperships of \$50 for a two-week session. All contributions are tax deductible.

★

Insurance Club Elects Miller. Horace F. Miller has been elected President of the Insurance Club of Dallas. Other new officers are: First Vice President, Donald Bowles, Shelton & Bowles; Treasurer, Hilton Painter, National Empire Life Insurance Co.; Secretary, Bill Johnson, Jones-West & Johnson; House Committee Chairman, W. G. Dodge, Northern Insurance Co. of New York.

Mr. Miller is Comptroller for Floyd West & Co., 2103 Bryan St. He is a charter member of the Insurance Club of Dallas and a member of Lakewood Country Club, Dallas Athletic Club, Keystone Lodge A. F. & A. M., Hella Temple Shrine, Honorable Order of the Blue Goose, and a member of the Lovers Lane Methodist Church.

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(Continued from Page 57)

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Tropicana Inn, 3939 North Central Expressway, Hardie Cole, Earl C. Dwelle, Jr., J. W. Vandiveer, Peyton Cooper and W. A. Fitzhugh (Dawson Sterling)

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Lone Star Airlines, Inc., 419 Dallas Love Field; David M. Segal and Stewart Faulkner (Richard C. Ingram)

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Roadway Express, Inc., 146 Manufacturing St.; Gavin W. Gore (David Locker)

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Mason Awning & Mfg. Co., 136 Leslie; Miller L. Burch (Beverly Matthews)

Packard Associates, Love Field Terminal Bldg., Rm. 404; Dave Packard (Brig. Gen. Max Volcansek)

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Great American of Dallas Investment Company, 2020 Live Oak; R. L. Harrison (Jim Blackmon)

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American General Ins. Co., 5738 N. Central Expressway; V. L. Barbee (Jack Gidcumb)

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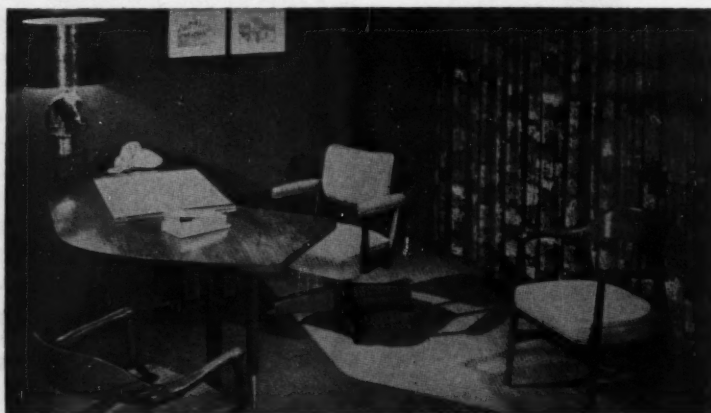
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REAL ESTATE

**MLS Sets Best Record
In Sales for Month of May**

Dallas homes sales through the Multiple Listing Service of the Dallas Real Estate Board exceeded \$2,700,000 during May to boost total 1960 MLS sales to almost \$12 million.

Last month's sales of Dallas homes through the cooperation of realtor members of the Multiple Listing Service were the best for the month of May since the MLS began operations here in early 1953 and brought the total for the year to date to a new record high for the first five months of a year.

The Multiple Listing Service is a cooperative method of assisting buyers and sellers of homes, with some 150 Dallas realtors and their sales staffs, totaling another 400 persons, participating in the city-wide service.

"A family seeking to sell a home needs to list it for sale with only one MLS member and all members of the Service will receive complete information about the home, plus a photograph of the home," Thornton Vickery, MLS chairman, said, "And, the family wanting to buy a home here needs to see only one MLS member in order to obtain information about every home listed with the Service in the neighborhood and price range desired."

"This means a great saving of time and effort on the parts of both buyers and sellers, and also provides an enlarged market for the seller and a wider choice of homes for the buyer," the MLS chairman added.

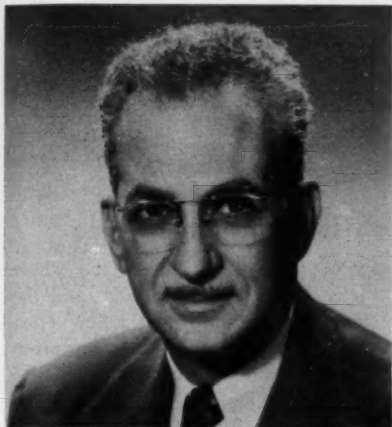
In addition to the homes sold through the Multiple Listing Service in May, another 115 transactions, involving a total of more than \$2 million, were reported as pending, Mr. Vickery said. He explained that these transactions "were agreed upon during May, but final paper work was not completed in time to include them in the month's total of completed sales."

BUSINESS PROPERTY



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Honors and Awards



KEESE

Keese Honored With Muzak Award. Alex Keese, managing director of Stations WFAA Radio, and WFAA-TV, is the recipient of the second annual Muzak "Golden Ear" Award.

Presentation of the award, an annual honor established by Muzak Corporation, was made by Mayor R. L. Thornton at a luncheon at the Hotel Adolphus Century Room.

Mr. Keese introduced Muzak into the Southwest fourteen years ago and successfully operated the Dallas franchise until retiring in 1959. He joined the staff of WFAA as musical director in 1930, and was one of the early conductors of the radio station's famous "Early Birds" show.

★

Knipling and Bushland Honored for Research. Dr. Edward F. Knipling and Dr. Raymond C. Bushland, United States Department of Agriculture scientists, have been given the \$10,000 Hoblitzelle National Award in the Agricultural Sciences for their successful research in controlling the cattle screwworm fly.

The two scientists received the national honor in person during the Awards Dinner at Texas Research Foundation's Annual Field Day at Renner.

Dr. Knipling is director of the Entomology Research Division of USDA's Agricultural Research Service at Beltsville, Maryland.

Dr. Bushland is head of the same USDA service's research on insects affecting livestock.

The highly destructive screwworm fly inflicts losses to the livestock industry in the Southwest which are estimated by some to be as high as \$100 million annually.

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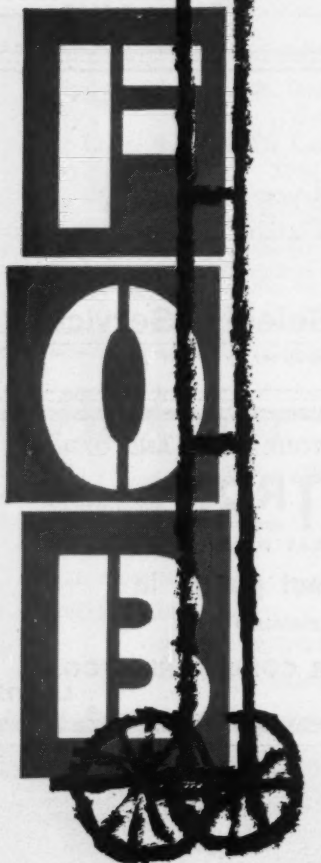
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Dallas

world trade NEWS

Free World Survival Rests on International Trade

American advertisers can do much to alleviate the current unfavorable balance of trade, thus helping to ease the so-called U. S. Dollar problem, said Eugene C. Zorn, vice president and economist, Republic National Bank of Dallas, at a recent joint meeting of the Dallas Advertising League and the Downtown Kiwanis Club.

Adjuring U. S. merchants to advertise for increased sales in world markets, Mr. Zorn quoted a verse:

"He who whispers down a well
About the goods he has to sell
Will never reap the shiny dollars
Like he who climbs a tree and hollers."

"In a world that is looking to us for moral as well as political leadership in recurring crises, it is unthinkable that we should abandon our long-range programs for military assistance, mutual aid, economic development, and private capital investment," Mr. Zorn said. "Nor can we turn away from our policy of encouraging a freer flow of trade in world markets that are becoming more and more competitive. The continued prosperity and progress of the Free world—indeed its survival—will depend upon the ability of the member countries to exchange their goods with each other.

"The only alternative then, is the restoration of a level of export trade that will enable us to pay for our imports and provide the dollars needed to continue our other international programs and investments.

"Before the dollar problem developed, American business on the whole was under less compulsion to seek out foreign markets. We are currently producing goods and services at an annual rate of about \$500 billion, of which less than 5 per cent is moving into export markets. To some businesses, the export field has been very attractive and important, but for others it has held no interest whatsoever, regardless of its potentials.

"The American businessman can no longer afford to believe it impossible to operate in world markets. The rebuilding of war-ravaged economic machinery in

many countries has changed the whole complex of international trade, and the so-called dollar shortage of a few years back has been replaced by the dollar problem about which we speak today."

Mr. Zorn pointed out that key currencies are again convertible; that exchange and trade restrictions are easing; progress is being made toward eliminating discrimination against the dollar; financial machinery is being readied; trade intelligence facilities are being broadened, and a "base of growth and prosperity is generating a flow of purchasing power in the industrial countries that world traders can tap.

"The time has arrived, therefore," he added, "when American business should do less whispering down the well, but should climb the tree and holler in world markets. And I would stress that the advertising community should be expected to supply the loudspeaker."

The speaker cited a poll taken by the Department of Commerce, of potential buyers around the world. This poll, Mr. Zorn said, "elicited the consensus that American firms could boost their foreign sales appreciably if they would apply the same selling and marketing skills to their export markets as they do to those at home."

American advertisers have a key role in promoting international markets for U. S. products, Mr. Zorn said.

"The stakes are high. They involve our very survival," he concluded.

WORLD TRADE OPPORTUNITIES

(Editor's Note: Statements under this heading are based on information received by the Dallas Chamber of Commerce, but are not guaranteed by the Chamber or by DALLAS. Details may be obtained from the Foreign Department, Dallas Chamber of Commerce.)

NEW ZEALAND—Exporters seeking outlets in Southern U.S.A.

WOOLEY SHEEPSKINS—J. K. Mooney & Co., Ltd., 258-264 Vogel

World Trade News

Street, Dunedin, New Zealand (wishes to get into touch with fellmongers or other users.)

PISTON RINGS—Associated Engineering N.Z. Ltd., P. O. Box 14-143, Panmure, Auckland, New Zealand. (Has rings for all European and American makes. This firm has no representation in the Gulf area at present.)

WOOLEN GOODS—Holeproof (N.Z.) Ltd., C.P.O. Box 2728, Auckland, New Zealand. (High quality men's wool sox of all types) samples available on application to New Zealand Trade Commissioner in Washington.

HONG KONG—Beaded leather belts. Monatex Corporation. Exporters Importers and Mfrs. Reps. P. O. Box No. 1998, Hong Kong.

JAPAN—All types of footwear (Rubber-house-Toyo cloth, canvas, nylon ankle socks.) Masco *(Japan) Ltd. 7, 2-chome, Nishi-Hatchobori, Chuo-ku, Japan.

Advertising lighters—Same as above.

FRANCE—French Commercial Agent, already buyer for several American stores, offers similar services to any other stores established in the South. Please write to A. Dolhats, Agent Commercial, 78 Rue La Fayette, Paris 9e—France.

ITALY—Manufacturers of relays for automation, timers, contact thermometers. Seek agent or importer. Compagnia Elettrotecnica Macconi Via Confalonieri 36 Milano, Italy. Manufacturers of ice cream distributing machinery. Seek agent or importer. Iberna S.p.A. Via Lombardini 18 Milano, Italy. Manufacturers of agricultural machinery. Seek agent or importer. Bertolini Via Emilia all' Ospizio Reggio Emilia, Italy.

Special 22-day tour of the principal Italian manufacturers of espresso coffee machines, from July 7 to July 28, 1960. Tour includes also sightseeing of Rome, Florence, Venice, Milan, Cortina and Verona (optional extension to Naples). For further information please contact ROMANELLI IMPORTS, 59 West 56th Street, New York 19, New York.

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DALLAS' MOST EXCITING RESTAURANT
NEXT TO EXCHANGE BANK IN EXCHANGE PARK



Paul Lacy

Ken Rich

YOUNG MEN GOING PLACES

By Larry Grove

Race car enthusiasts the world over had reason after Memorial Day to feel a kinship with Dallas. The reason: a Dallas-owned racing car — the Ken-Paul Special — had flashed across the finish line first in the 1960 running of the famed Indianapolis "500."

Two young Dallas businessmen and sportsmen could show a profit after only one race on the \$48,000 they invested in the car.

Millions of words were teletyped to distant points about the car that, significantly, carried an insignia of a Texas hat and a trio of oil derricks. Dallas — at the speed of Jim Rathmann's record-setting clocking, 138.76 miles per hour—zoomed into prominence as a racing capital.

The day's success may have had its beginning in 1946, when Ken Rich introduced race driver Rathmann to Paul Lacy.

Even then, their mutual acquaintances were saying that the three young men would "go places."

A young man from Chicago, Rich had come to Texas to take fling at the oil business. At Midland and at Wichita Falls, he learned that the oil business is one of the toughest. The crisp currency of the family's Simonize car wax fortune grew instead of diminishing as Rich's personal success in oil came sooner than anyone could have expected.

Lacy's background is entirely of Dallas: born here, he was schooled in Highland

Park and at New Mexico Military Academy. And when he joined the Navy, he was sent in turn to Northwestern, Texas Christian University and Harvard. He was released a Lieutenant JG after a tour with a Slough unit mothering 74 small boats in ship-to-shore Pacific Ocean escort.

When his father decided to step out of the brokerage firm that he organized 51 years ago, Lacy moved in. The firm, with offices in the Meadows Building, handles vegetable, peanut, coconut and cottonseed oils — the largest such operation in the world.

"Dad always said 'The outside of a horse is good for the inside of a man' and he left the business to spend more time with his quarterhorses," Lacy said.

Some idea of the scope of the Lacy-Logan firm can be gained with a look at a simple set of figures: telephone bill \$12,000 monthly; volume of sales, more than \$100,000,000 annually.

The Indianapolis success may have had its beginning earlier. A junior golfer of great promise, Lacy, at 13, was entertaining his father's customers on the golf links. In a host of tournaments he usually finished second.

"I was wondering if I'd ever become anything better than a runnerup," said Lacy.

That thought went up in a cloud of exhaust fumes on the Indianapolis brickyard. Lacy and the rest of what he calls the "bald-headed pit crew" celebrated the

victory and everyone shared in the plaudits and cash.

Of Rathmann, Lacy says: "To put it mildly, Jim is the greatest man I've ever known."

Both Lacy and Rich call the race "the greatest thrill of my life." And "As long as we have anything to do with racing, Rathmann will race for us if he wants to."

Several planeloads of Dallas friends saw the Ken-Paul Special's assault on the Speedway's record book: (1) It was the race with the largest attendance in Indianapolis history, (2) It was largest in prize money for the winners with \$100,000 plus endorsements which may amount to \$25,000 more, and (3) It was the first time the race ever had been won by a car with "rookie" owners.

The question that is spinning in the heads of Ken Rich and Paul Lacy is: how can Dallas reap the benefit from racing's growing popularity? They'd like to build a track if they can get the land. They feel sanctioning would come quickly with a properly-operated big-time track. They're certain that people would swarm in from everywhere.

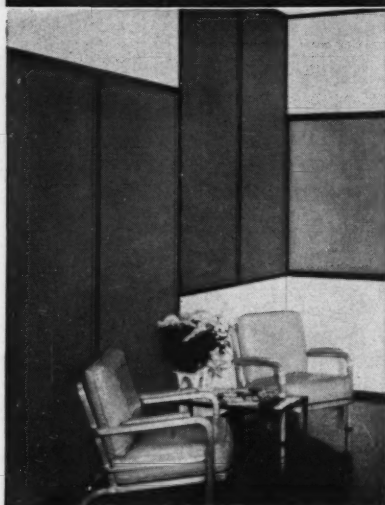
As Lacy discussed it, a team of Little League baseball players — the Oak Cliff Indians — sent a messenger over with a trophy for Lacy as sponsor of the team.

Lacy was obviously pleased.

The Indians — known in Lacy's own circle of friends as the "Little Gassers" — were runnerups in their league.

But Lacy knows now that runnerups sometimes become champions.

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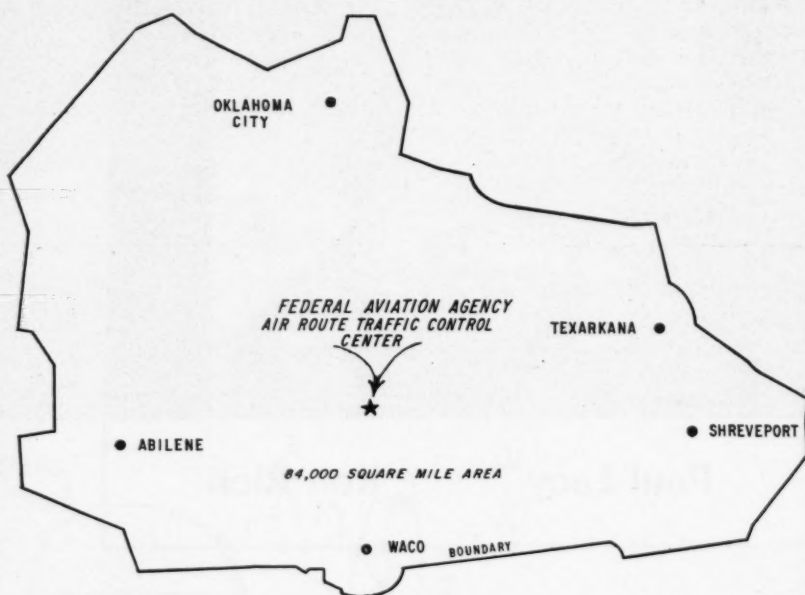
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Area above of 84,000 square miles within which all air traffic will be controlled by new North Texas-Southern Oklahoma air traffic control center, one of 30 in U. S.

Construction Now Underway On Center Which Will Handle North Texas Air Traffic

Construction is well underway on a new multi-million-dollar air route traffic control center to serve the North Texas-Southern Oklahoma area, according to Archie W. League, head of the Federal Aviation Agency, Region Two. Completion of the Center is scheduled for fall of 1961.

Mr. League pointed out that the new

Center is one of 30 such facilities which the FAA is constructing, each to control all air traffic throughout a broad area. The North Texas-Southern Oklahoma center will control traffic moving through the air space above a land area of 84,000 square miles.

The ultra-complete FAA center, located just off Highway 183 about 19 miles east



First single-plane service between Magnolia, Ark., and Dallas was inaugurated by Trans-Texas Airways in May. Greeting the first plane on this new flight to arrive at Dallas Love Field was D. L. Whittle, right, veteran member of the Dallas Chamber of Commerce Aviation Committee. Representing Magnolia Chamber was W. C. Black.

Aviation

of Fort Worth, will have more than \$4 million invested in the latest in scientific development in electronic control equipment and in buildings.

Among the outstanding center features outlined by the FAA is the "World's largest pair of binoculars" . . . long range radar!

With this equipment, air traffic controllers are able to "see" every airplane flying at any altitude within 200 miles of the Center. Each airplane is represented on the radar screen as a "blip," and by tracking the paths of the blips, the traffic controller is able to keep large numbers of aircraft safely separated.

In addition to the ability to accurately spot aircraft positions, air traffic controllers will also be able to talk, with "push button ease," directly to pilots flying at any altitude within 400 miles of the Center. Pilots may also speak, in return, direct to the controller.

This reduces the critical communication lag existing when messages to and from aircraft flying overhead have to be relayed to control centers by other communication facilities.

Among the most amazing of the electronic equipment to be installed at the new FAA Center is the radically new "electronic brain."

Paul Boatman, chief of FAA air traffic management in Region Two, explains the "brain" like this, "Important data in the pilot's flight plan such as altitude request, type of aircraft and air speed must now be figured by controllers to properly assign a safe altitude to the aircraft.

"With the new brain, thousands of combinations of such information can be fed the memory drums of the electronic computer. Then, with the pushing of a single button, the brain's memory drums begin to whirl, and the intricate gear will electronically and infallibly compute exactly which altitude and speed the airplane should be assigned to keep it safely separated from other aircraft on the airways."

To assure near-absolute and coordinated control, the complete Center will be connected, by radio and thousands of miles of telephone cable, with airport control towers, communication stations, and other centers throughout several states.

Leland H. Hayden, head of the FAA's facility establishment and maintenance in Region Two, said that more than 300 highly-trained FFA controllers will, 24 hours a day, direct all aircraft flying on instruments enroute over the North Texas-Southern Oklahoma part of the 158,000 miles of Federal Airways.



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Luxury and Glamour Hotels

(Continued from page 35)

provide every type of food from a quick snack to the most exotic foreign cuisine. Its luxurious Empire Room is one of the finest supper clubs in the Southwest. A record of which the Statler Hilton is particularly proud is its "repeat visits" by guests in four years of operation.

The flexibility and hospitality of the Statler Hilton make this hotel one of Dallas' main centers for conventions and sales meetings. The color and decor of this hotel and its luxurious appointments make it one of the most glamorous convention sites in the Southwest.

The Adolphus Hotel, largest in the city with 1,250 guest rooms is under the management of Andy Anderson. In the heart of downtown Dallas, the Adolphus is just a few blocks away from Dallas Memorial Auditorium. The Adolphus combines the original architecture and charm the Busch Interests gave the original hotel, plus extensive modernization and improvements that have come about under the ownership of Leo Corrigan.

The Adolphus offers conventions meeting rooms ranging in size from 682 square feet to 8,000. These include the Grand Ballroom and connecting Regency Room and the beautiful and distinctive French Room. Also featured by the Adolphus are a connecting garage with 600-car capacity with a motor lobby and elevator to take guests directly to their floors.

The trained staff of the Adolphus and the flexibility of its public rooms and special trade show facilities have made it one of Dallas' busiest centers during recurring markets and trade shows. The Adolphus is also a popular convention spot especially for state and regional gatherings that return to Dallas on a repeat basis.

The famed Baker Hotel under the management of Fenton Baker and Raymond Hall is the closest major downtown hotel to the Memorial Auditorium. It includes 800 newly decorated and entirely air-conditioned bedrooms and suites. The Baker can provide 12 meeting rooms for conventions which accommodate from 35 to 1,500 people. Eleven of these rooms are on the mezzanine floor. The Terrace Room, called the "only top-of-the-town meeting room" in Dallas, is located on the 17th floor.

The Baker's facilities also include a new motor drive-in lobby and a parking garage. The flexibility and experienced service staff of the Baker also make this hotel a perennial headquarters for recur-

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ring markets and trade shows. Its ornate Texas Room is one of the show places of Dallas. The food and banquet facilities of the Baker also make it a favorite site for local luncheons and meetings.

Also in the downtown area are a half-dozen other major hotels including the Dallas, Southland, White Plaza and Travis Hotels. Another 20 hotels including the Stoneleigh and Melrose are located in the outlying areas. Also allied with the Dallas Hotel Association are such luxury motels as Holiday Inn and Holiday Central, now under construction, the Oaks Manor, the Tower and the Town House. The growing number of new luxury motels and hotels now planned and under construction means that Dallas is more than keeping up in national competition for modern hotel facilities.

★

Exhibit Space and Service

(Continued from page 31)

Dallas decorating contractor, Bruce Hedrick's, Southwestern Decorators, points up the importance of Dallas' position as a distribution center for national firms in generating trade show business. Last September, Hedrick's firm, produced among other features, 30 foot raised letters in front of Dallas Memorial Auditorium in regional showings for Buick and Pontiac Dealers of the Southwest.

Both the Buick and Pontiac car showings brought some 3,000 dealers to Dallas. The use of Memorial Auditorium for two major products of General Motors points up the impact of sales showings in Dallas. This situation is multiplied many times throughout the year in sales meetings involving less spectacular products the public never hears about, and many such sales events are confined to individual hotels on a self-contained basis.

Southwestern Decorators also handled exhibits for the big Kiwanis Convention last year. Among markets and trade shows handled by the Hedrick Organization are: American Fashion Association, Southwest Men's Apparel Club, Texas Butane Dealers Association convention exhibits, Texas Restaurant Association, Allied Gift Show, exhibits for the Dallas Mid-Winter Dental Clinic and others.

Southwestern Decorators maintains a permanent staff of about 8 in Dallas and runs to 40 at peak periods. This includes artists, designers and craftsmen and installers. The firm operates its own vans and moving equipment. Bruce Hedrick has been associated with the decorating business in Dallas since 1936. Southwest

Decorators has associated firms in Houston and Lubbock.

Dallas' benefits on a local level from its decorating firms showed up in the January - 1960 meeting of the Greater Dallas Planning Council. The theme of this major civic occasion was "Planning Pays Dividends." This theme was developed by means of dimensional giant-sized panels depicting the planning efforts of Dallas' greats from John Neeley Bryan to today's planners of the future. These outstanding panels were designed and produced by Jno. P. Bounds & Son.

This pioneer decorating firm traces its history back over fifty years. Recently Jno. P. Bounds & Son expanded its facilities to better coordinate its many services. Not only does it have a new, company-owned plant at 3130 North Harwood Street, but its staff has also been enlarged.

Vic Klein, possibly best known as the "Father of the Dallas Health Museum's Transparent Man," is design director and exhibit planner for the Bound's organization. Producing a truly quality production is sometimes an expensive operation. To keep this expense at a minimum for the customer, the firm carefully plans and directs the production. In addition it has a large "on call" staff of skilled artists and technicians who are sub-assigned individual tasks. This efficient method of operation makes it possible to maintain top quality and pass savings on to customer exhibitors.

Deluxe Dallas Motels

(Continued from page 33)

ity that has long been a favorite spot for sales meetings and company events as well as individual service. Recommended by Master Host, AAA, and Duncan Hines, Town House has 120 units and practically all the conveniences of a downtown hotel.

At Hines Circle are the Tower Hotel Courts and the new Tower Center. This 180-unit deluxe motel and the new Tower Center have had extensive additions and improvements during the past year. The Tower has several large restaurants, including some for dinner-dancing, and has four meeting rooms seating from 60 to 400 persons.

At the Western end of Dallas' deluxe motel facilities is Western Hills Inn on Highway 183 just inside Tarrant County. This popular facility combines a resort and country club setting with facilities for sales meetings and convention accommodation. This is a favorite half-way point for Dallas-Fort Worth meetings.

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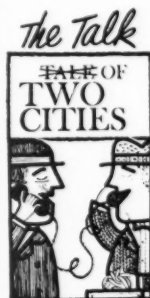
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Tops in Texas

(Continued from page 24)

undeveloped areas into which builders were just beginning to move, areas which were calling for city services. Only significant populated areas annexed by the City of Dallas during the 1950's were the West Dallas and Arcadia Park areas.

San Antonio was third among the four major cities in rate of growth with a 43.1% increase, and Fort Worth was fourth with 27.8%.

Other leading Texas cities and their preliminary totals:

Houston — 932,680

San Antonio — 584,471

Fort Worth — 356,149

El Paso — 271,903

Austin — 184,450

Corpus Christi — 166,717

Amarillo — 137,083

Lubbock — 128,068

Beaumont — 118,471

This preliminary population figure of 672,029 vaulted Dallas into fourteenth place nationally in population. The city had ranked twenty-second in 1950.

Not only did the City of Dallas undergo tremendous growth during the decade but other cities in the county also experienced rapid expansion. Significant growth took place in every Dallas County town and city except University Park and Highland Park, with the greatest amounts of growth coming in Irving, Mesquite, Garland, Grand Prairie, Richardson and Farmers Branch.

DALLAS COUNTY CITIES

	Population	
	1960	1950
1. Dallas	672,029	434,462
2. Irving	45,489	2,721
3. Garland	38,103	10,571
4. Grand Prairie	29,791	14,594
5. Mesquite	27,345	1,696
6. University Park	22,969	24,275
7. Richardson	16,662	1,289
8. Farmers Branch	13,251	915
9. Highland Park	10,287	11,405

In categories other than population growth, Dallas also remained Texas' leader as it strengthened its already formidable margin of leadership as the business capital of the Southwest.

In wholesale sales, the 1958 Census of Business not only showed Dallas continuing to lead Texas—and increasing that lead—but ranking twelfth in the United States as a wholesale trade center, ahead of any area south of St. Louis and east of Los Angeles.

Dallas County's wholesale sales of \$3,968,517,000 not only surpassed the sales of all other Texas counties but were higher than the total for any other Texas metropolitan area. The Dallas Metropolitan Area total of \$4,017,188,000 was far



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ahead of Houston's \$3,685,278,000, Fort Worth's \$829,400,000 and San Antonio's \$754,714,000. In the period between the 1954 Business Census and the 1958 count—Dallas increased its lead over Houston in wholesale sales from \$305 million to \$322 million.

In total bank deposits, the year-end reports of individual banks also showed Dallas County leading not only all other Texas counties but all Texas standard metropolitan areas as well.

Dallas County reported bank deposits of \$2,548,057,757 on December 31, 1959, with the Dallas Metropolitan Area totaling \$2,645,284,575. Only other Texas metropolitan area with \$1 billion in deposits was Houston, with \$2,320,919,595.

In selected services, as tabulated in the 1958 Census of Business, the Dallas Metropolitan Area was the state's leader, with a volume of \$254,313,000, ahead of Houston's \$248,410,000, San Antonio's \$106,207,000 and Fort Worth's \$101,034,000.

In total volume of retail sales, in the 1958 Census of Business, Dallas was a close second to Houston, despite a difference in population of almost 160,000 in their standard metropolitan areas. In per capita sales, however, which demonstrates the strength of the retail market, Dallas was again the leader of Texas' four major areas with average sales of \$1,371 per person throughout the metropolitan area, ahead of Fort Worth's \$1,303, Houston's \$1,251 and San Antonio's \$995.

The 1958 Census of Manufactures disclosed that Dallas had become the leading manufacturing area in Texas, with total employment of 96,044 in 1,756 total establishments.

These figures led not only Texas and the Southwest but put Dallas ahead of all other metropolitan areas south of St. Louis and east of Los Angeles in manufacturing employment.

Houston reported 92,782 workers in 1,744 factories; Fort Worth, 56,341 in 788 establishments, and San Antonio, 20,086 in 566 factories.

The 1958 Census of Manufactures pointed up the strong growth of Dallas. Among the four largest metropolitan areas, Dallas had the most substantial increase since 1954, 18%, or 3% above the state increase for the same period of 15%. Manufacturing employment in the other major metropolitan areas included increases of 17% in Houston, 13% in Fort Worth and 12% in San Antonio.

While Dallas had long led all other Texas cities in most of these business categories, the 1958 Business Census figures were reassuring since they showed that Dallas was not only continuing to lead but was increasing its margin of leadership over other Texas cities.

The 1958 Census of Manufactures was a truly important milestone for Dallas since it showed Dallas' growth in the vital area of manufacturing employment, the backbone of any large area. Dallas' leadership in this field will give it strength in all others.

As Mr. Potter pointed out, the Population Census provided undeniable factual evidence of the growth of Dallas and its metropolitan area in terms of people.

Each of these growth and leadership records is good news for Dallas. Taken all together they prove, beyond the slightest doubt, that in terms of growth and as a business and financial center Dallas is "Tops in Texas."

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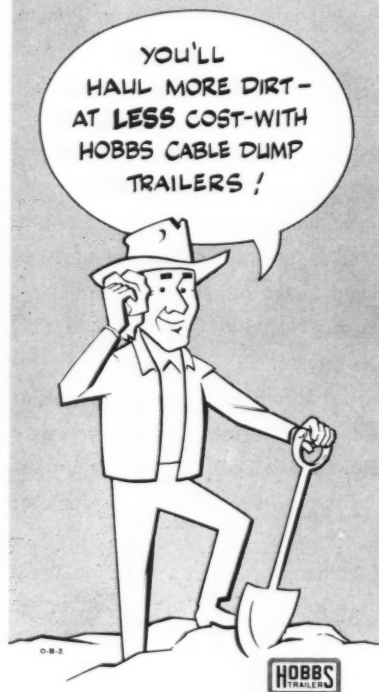
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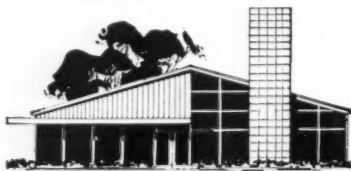
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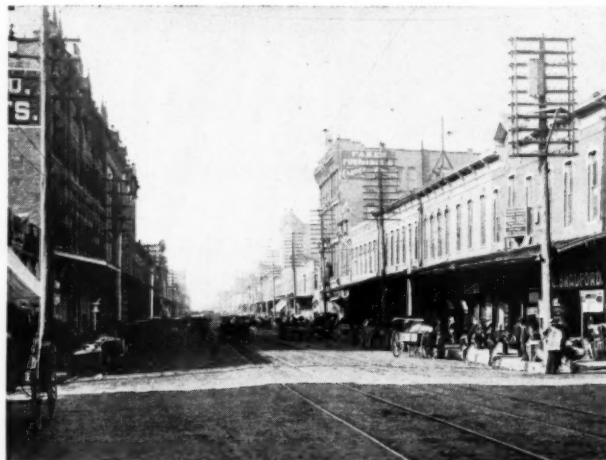
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The court system under which Dallas traffic laws must be enforced was made up during the old days when legislators had no conception of modern traffic problems.

Citizens Traffic Commission Drive Vital to Dallas Life and Property

By Tom McHale

The lead story in this issue of DALLAS carries a comprehensive analysis of 1960 U. S. Census figures showing Dallas with an official population of 672,029—an increase of 54.6 per cent; Dallas County with a population of 943,500—an increase of 53.5 per cent and the Dallas Metropolitan area with 1,074,756—an approximate increase of 45 per cent. Behind these impressive growth figures are a number of mounting Dallas problems. One of the most vital of these is traffic movement and traffic safety.

The Citizens Traffic Commission is now conducting a membership drive to secure \$100,000 to set up a full-time, central staff organization to help reduce the loss of life and property in Dallas and cope with the mounting problem of moving traffic safely over Dallas streets and highways. This drive is headed by R. L. (Bob) Thornton, Jr. Campaign Chairman. Dan Williams is Chairman of the Advance Membership Division. Lawrence Jones is Chairman of the General Membership Division and C. F. Watson is Chairman of the Special Membership Division.

Why does Dallas need \$100,000 to carry on the work of the Citizen's Traffic Commission? The answer is that Dallas has outgrown the old type of Traffic Commission organization that has served so well for more than a quarter century. Volunteer workers and committee mem-

bers and chairmen cannot operate effectively without a full-time executive director and staff. The magnitude of Dallas' growing safety and traffic problems requires strong central coordinating machinery.

Henry English, presently Chairman of the Citizens Traffic Commission, has secured the services of former Dallas Police Chief Carl Hansson as Executive Director. Carl Hansson knows what needs to be done to meet Dallas' safety and traffic problems. Kelly Maddox, a former Program Director of WFAA, has been hired as publicity director and has done an outstanding job of public education. The support of Dallas businessmen during the next month will determine whether the Traffic Commission will go ahead on a vital, adequately financed program—or whether it will try to operate on a "poor-boy" basis.

The figures and percentages of the 1960 Census figures show only part of the problem. In 1950, Dallas County motor vehicle registration was approximately 200,000. Today, our county registration figure is approximately 500,000. Compare that with the population increase.

Dallas also has a higher traffic density than either Chicago or Detroit. Figures compiled by Lloyd Braff, former Dallas City Traffic Engineer, show that, based on 1958 cordon counts, Dallas had 386,311

vehicles entering and leaving its Central Business District during a 12-hour period compared with 294,489 for Detroit and 376,905 for Chicago. The same figures also show Dallas leading Chicago in maximum hour vehicles during morning and afternoon periods and maximum accumulation (parking) of vehicles in the Central Area.

In terms of Dallas' projected population rise for 1970 and 1980, our present traffic density will be "small potatoes." Population is expected to reach a million and a half plus in the city and vehicle registrations to double, reaching a million—with vehicle trips to increase to 4,613,000 daily, a three-fold gain. The impact of Dallas' present growth is already reflected on our front pages and headline accident stories for 1960.

Some people erroneously think the Police Department alone can take care of enforcement. The Dallas Police Department and Sheriff's Department need the backing of the Citizen's Traffic Commission. Without wide public compliance to traffic laws through education, Dallas' traffic enforcement problem would be impossible. The District Attorney's office and courts are too occupied with case loads to carry on objective plans.

The Dallas Citizen's Traffic Commission has been a unique and effective, non-political organization that has served as a national pattern. Today, it is at the cross-roads. Its experience and its machinery can either be improved and expanded to meet the challenge of growing Dallas or it can become innocuous through lack of support. Its committee chairmen and members serve Dallas without pay. With a strong executive staff and strong central machinery, it can utilize the best talent in Dallas to help solve our mounting problems of safety and traffic.



Campaign Chairman of the membership drive for CTC is R. L. (Bob) Thornton, Jr.

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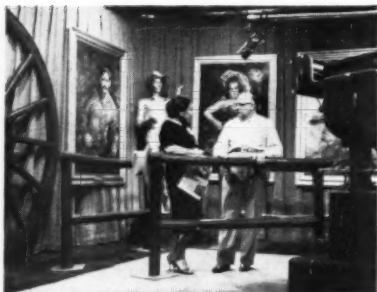
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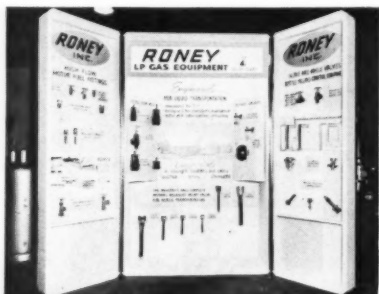
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Dallas . . . A Wonderful Place

(Continued from page 39)

Year-round outdoor living is one of the beauties of work in Dallas. There are touches of winter, but snow is only occasional, and even the roughest Januaries have their nice days.

There's no denying it can get hot in Dallas from June through mid-September. However, air conditioning is routine in offices, factories, theaters, most homes, and many automobiles to compensate for the daytime heat. Evening breezes generally drop the temperature 20 to 25 degrees to make the nights comfortable for sleeping.

Dallas receives an average of 67 per cent of the total possible sunshine each year, and there's no industrial haze or smog because natural gas is the standard fuel used. Relative humidity is low.

DALLAS WEATHER FACTS

	Normal Daily Max. Temp.	Normal Daily Min. Temp.	Normal Precipitation
January	55.3	36.0	2.47
February	59.5	40.0	2.62
March	68.1	46.7	2.81
April	76.6	56.0	3.87
May	83.5	63.9	4.97
June	91.5	72.3	3.45
July	95.4	75.6	1.97
August	96.1	75.5	1.83
September	89.2	68.6	2.71
October	79.6	57.9	2.67
November	66.3	45.3	2.43
December	57.8	38.7	2.62
	Normal Yearly Maximum 76.6	Normal Yearly Minimum 56.4	Normal Yearly Precipitation 34.42

(Source: U. S. Weather Bureau)



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Appointments and Promotions—



ROBERT L. STOVALL has been elected President of Jaggars-Chiles-Stovall. **T. L. JAGGARS** is new Chairman of the Board and **RICHARD H. CHILES** and **T. F. STOVALL** will be members of the Board of Directors. Other officers elected are **CHESTER BETHEL, SR., WILLIAM R. CHILES, C. ALLISON GARRETT** and **J. CORDER ROGERS**, Vice Presidents and **S. L. MALONE**, Secretary-Treasurer. Jaggars-Chiles-Stovall, Inc., was founded in 1922 by T. L. Jaggars, T. F. Stovall and R. H. Chiles, and has grown to one of the largest typographic service organizations in the South.



OSCAR C. LINDEMANN has been elected a senior vice-president of the Texas Bank & Trust Company of Dallas. **HARVIE CHAPMAN** has been appointed director of public relations for the bank. Mr. Lindemann is returning to Texas Bank after two years with other Dallas financial firms. Mr. Chapman is returning to Dallas after six years in Shreveport, Louisiana, where he was associated with Bozell & Jacobs Advertising Agency.

DALLAS • JUNE, 1960

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Cam F. Dowell Jr.
President

APPOINTMENTS AND PROMOTIONS

Name	Company	Position
Elgin M. Akers	Johnson & Johnson, Filter Products Div.	Territory Sales Manager
William J. Allen	Grant Advertising	Account Supervisor
Dick Anderson	Lightolier, Inc.	Showroom Manager
Bill Bracken	Keitz & Herndon	Account Executive
Kenneth C. Bresnen	Grant Advertising	Public Relations Director
Robert J. Clark	Hotel Adolphus	Personnel Director
Ted Dunnegan Jr.	Temco Electronics	Manager, Project Administration
Webb Joiner	Bell Helicopter	Assistant to Treasurer
James R. Yeiser	Bell Helicopter	Military Contracts Administrator

► Q. A. Stewart & Associates have appointed **BART BEEMER**, insurance public relations counsel, to the newly-created post of vice-president of communications by Q. A. Stewart & Associates. Mr. Beemer is a journalism graduate of the University of Oklahoma. He has served insurance clients throughout Oklahoma, Arkansas, Texas and Illinois.

► **HAROLD V. BELL** has been appointed District Financial Manager in the Dallas office of Graybar Electric Company, Inc. A native of Pittsburgh, Pennsylvania, Mr. Bell attended Pittsburgh public schools and the University of Pittsburgh. Before coming to Dallas, he held the same position with Graybar in Detroit, Michigan.



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Appointments and Promotions—



MARVIN L. SHELTON has been appointed executive vice-president and elected a member of the board of directors of Lane Container Company, Dallas-based manufacturer of diversified shipping containers. Mr. Shelton formerly was general manager of the container division of a large Dallas paper company and prior to that was employed for 14 years by the Container Corporation of America as general manager of the Fort Worth operation.

★

DON WRIGHT has been elected president of the Lakewood State Bank of Dallas. Mr. Wright resigned as senior vice-president and director of the Citizens National Bank, Abilene, to accept his new position with Lakewood. He is a graduate of the University of Oklahoma Law School. **WELDON MILLER**, vice-president of Lakewood State Bank, has been advanced to executive vice-president.

★

DENNIS A. KUHN has been appointed Dallas District sales manager for Lincoln-Mercury Division of Ford Motor Company. The Dallas District office directs the merchandising of the division's products through 128 dealerships in Texas. Mr. Kuhn joined Ford in 1934, and, prior to his new assignment, had been national parts and service manager, with offices in Dearborn, Michigan.

★

G. A. KELLBERG, general manager of General Travel Society, Inc., has been elected a director and secretary and treasurer of the company. Nicknamed "GETS," this Dallas-based motor club has its executive offices in the Praetorian Building.

DALLAS • JUNE, 1960

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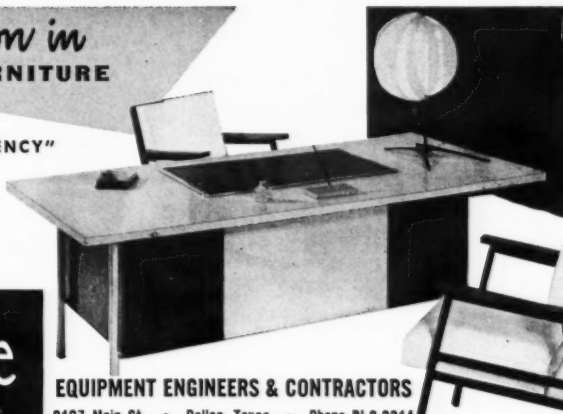
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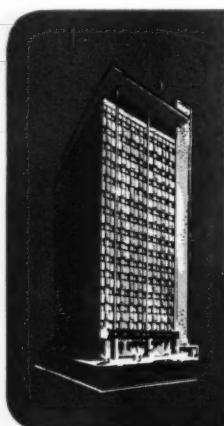
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Appointments and Promotions—

JOHN V. JAMES has been promoted to controller of Dresser Industries, Inc., and transferred from Olean, New York, to Dallas. Mr. James has been vice-president-finance of Clark Brothers Company at Olean, to which position he was advanced in November, 1958, after serving as assistant controller of Dresser Industries at Dallas. He is a graduate of the Wharton School of Finance, University of Pennsylvania, with a BS degree in economics.

★

DR. LESLIE C. PEACOCK, financial economist with the Federal Reserve Bank of Dallas, has been elected an assistant vice-president of the Republic National Bank of Dallas. Dr. Peacock, who holds a Doctor of Philosophy degree from the University of Texas, is a member of the Southwestern Graduate School of Banking at Southern Methodist University. He will be active in Republic's economic research department.

★

JOHN A. MCGUIRE, president of Three States Natural Gas Company since 1952, has been named to the newly-created post of chairman of the board. **WILLIAM H. HUDSON**, who has been associated with Three States as a director for more than five years, has been named as president of the firm. **LEE VAN ATTA**, company vice-president, has been elected to the board of directors.

★

WOODROW BLANTON has been appointed resident sales representative for Varig in Texas and Oklahoma, with headquarters in Dallas. Varig is a pioneer airline of Brazil, and Mr. Blanton will be in charge of sales in the two-state area.

★

LARRY MAYRAN has been appointed director of public relations and publicity for the Statler Hilton Hotel. Mr. Mayran, who holds a B.S. degree in Marketing from New York University, has served the Statler Hilton in various capacities since joining the staff in March, 1959. He also was associated with the Wall Street Journal for two years as well as having worked for a short time with a local advertising agency in Dallas.

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Appointments and Promotions—

JOHN TANNER and **GREG FURSTENBERG** have been named vice-presidents of O'Rourke Construction Company. Mr. Tanner will be in charge of engineering and estimating in connection with projects performed out of the Dallas office of the company. Mr. Furstenberg will perform as general superintendent for all projects out of the Dallas office.

★

DR. CHARLES F. GELL, one of the nation's leading authorities on aerospace medicine, has joined the Astronautics Division of Chance Vought as Chief of Life Sciences. Dr. Gell comes to Chance Vought after his retirement as a Navy captain and special assistant for medical and allied sciences with the Office of Naval Research in Washington. At Chance Vought he will head a team of physiologists, psychologists and engineers specializing in extending man's capability in the environment of space.

★

C. A. NICHOLSON has been named vice-president of The McCarty Company of Texas, Inc., national advertising agency. A graduate of Princeton University, Mr. Nicholson comes to McCarty from Chance Vought Aircraft where he was supervisor of advertising and sales promotion. Prior to his association with Chance Vought, he was with McCann-Erickson Advertising Agency's Dallas office as an account executive.

★

JOHN P. REDWOOD, JR., CPA, has been promoted to vice-president and controller of National Bankers Life Insurance Company of Dallas. At the same time, **CARROLL R. COLEMAN** has been advanced to assistant vice-president, Division II. A graduate of Columbia University, Mr. Redwood became controller of National Bankers Life early in 1959. Mr. Coleman is a Purdue University graduate. He has been with National Bankers Life more than six years, recently as manager of policyholders service.

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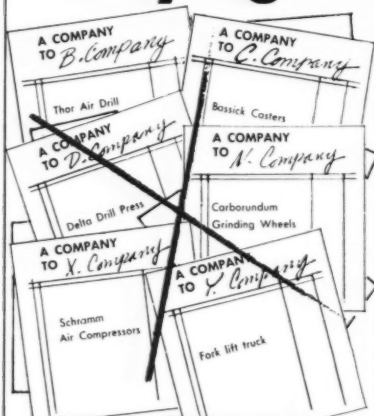
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NEW AND EXPANDING BUSINESS



Freeman Company Moves to Reading Street

Jay Freeman Company of Texas, distributors of institutional canned foods, has moved to this modern office and warehouse facility at 4828 Reading Street in the West Trinity Industrial District. The building was erected by Whilmar Construction Company and is owned by James M. Collins. The Freeman Company sales force covers Texas.

► Hindman Sales Company, food brokers, have moved into spacious new offices located at 7900 Carpenter Freeway, Suite 202, in Empire Central. In addition to the owner, Ben O. Hindman, other department heads of the firm are Ben C. Lewis, manager of industrial sales, and J. B. Hunn, director of merchandising. Peter W. Baldwin, of the realty firm of Hudson and Hudson, handled the leasing ar-

rangements between Hindman Sales Company and the building owner, Windsor Properties, Inc.

★

► Q. A. Stewart & Associates, a new corporate consulting service, has opened offices at 311 South Akard Street in Dallas. Mr. Stewart is a former Texas insurance man and consulting agency director.



Farmer Bros. Coffee Company Opens Branch Office

Farmer Bros. Coffee Company of Los Angeles has opened this Dallas branch office and warehouse at 1350 Conant Street in the Trinity Industrial District. The just-completed building was constructed to the company's specifications by Jon Carsey, general contractor. It has air-conditioned offices and a warehouse area served by truck docks. Gabriel Dushman, realtor, handled the company's lease negotiations.

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New and Expanding Business



Jas. K. Wilson to Open Store in Wynnewood

Jas. K. Wilson Company will open this new store in the Wynnewood Shopping Center in the early fall. This Wynnewood branch will cover 11,500 square feet of floor space and, in addition, will feature an outdoor patio area in the rear. Personnel for the new store, to be announced later, will be comprised mainly of residents of Oak Cliff.

► Schwarz-Jordan, Inc., has leased a 4,000-square-foot building at 1389 Crampton Street in the Trinity Industrial District. The structure was designed and built by Williams & Wagner Construction Company, Inc., and will be used as a warehouse for acoustical and other building materials handled by Schwarz-Jordan. The lease negotiations were handled by Robert L. Shaw of Watson & Watson, Realtors.

★

► Abco Wire & Metal Products of Texas, Inc., recently has gone into production in the Brook Hollow Industrial District. Directed by Albert Sylva, president; Ben Adams, vice-president and Paul Karlovich, secretary-treasurer and general manager, Abco designs, manufactures and distributes a wide variety of wire and metal products over the entire nation. Lee Gentry, of Moser Realty Company, handled the leasing arrangements with Trammell Crow who built the 8,250-square-foot structure occupied by Abco Wire at 9219 Diplomacy Row.

★

► First Federal Savings & Loan Association, with offices in the Mercantile Dallas Building and new Southland Center, has celebrated its 35th anniversary with the opening of its Southland Center branch. James J. Blackmon has been named manager of the new branch.

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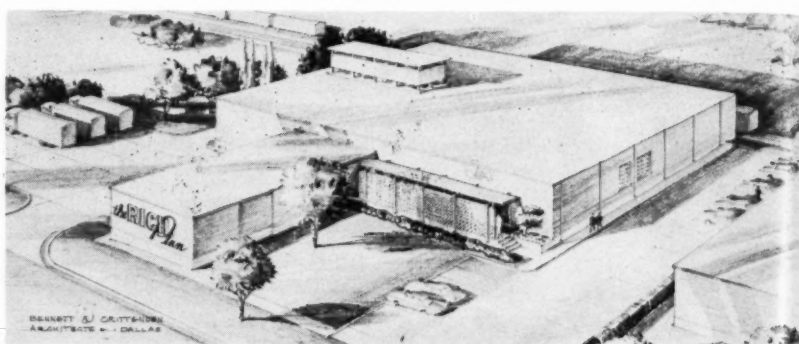
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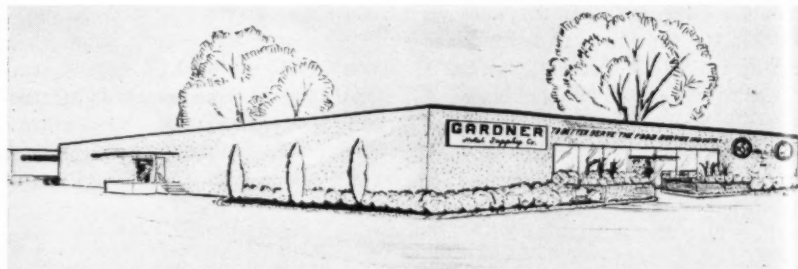


New and Expanding Business



Rich Plan Breaks Ground for New Plant

Rich Plan Corporation, a subsidiary of Diversa, Inc., has broken ground for this new plant located in the Grand Prairie section of the Great Southwest Industrial Area. The building will be constructed on the east side of Great Southwest Parkway just north of Avenue H. Designed by Bennett and Crittenden, architects, with Connell Construction Company as general contractors, the facility will provide 10,000 square feet of floor space and contain all offices for the Dallas-Fort Worth dealership.



Gardner Hotel Supply Now in New Home

Gardner Hotel Supply Company is occupying this new one-story building at 3000 Irving Boulevard. The facility contains 28,000 square feet of floor space, including 11,000 square feet of air-conditioned office and display area. Fabrication for the firm is handled by their associate company, Dallas Sheet Metal Works, located next door. Don Tobin of Stanton Properties negotiated the lease for the new building.

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New and Expanding Business



Fieldcrest Mills Opens Service Center

Fieldcrest Mills, Inc., has opened this service center, first in the Southwest, with a complete stock of all Fieldcrest products, including blankets, sheets, bedspreads and towels. The new facility will feature overnight service to its accounts. The 16,500-square-foot building was erected by the J. L. Williams Construction Company, and Don Tobin was the realtor who handled the lease negotiations.

Well Made Novelty Company has bought the seven-story masonry building, located on North Lamar between Hord and Corbin Streets that for years housed various divisions of the General Electric Company. Davis R. Weisblat, president of

the novelty firm, plans to consolidate and expand his operations to occupy some 60,000 square feet in the building. The remainder of the area will be remodeled and made available for lease. Sale of the property was negotiated by Horace Vail of Henry S. Miller Company, Realtors.

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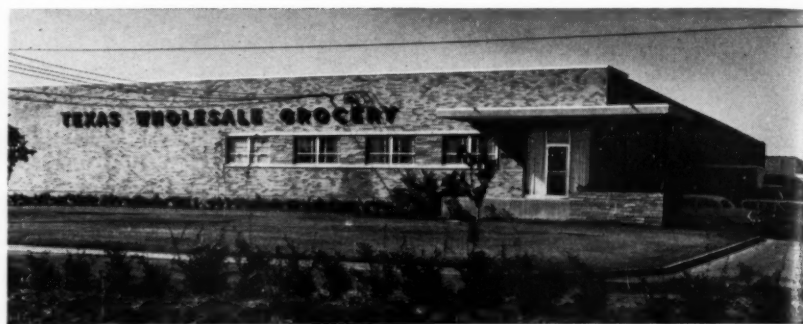
A-C ANDREWS
Company

2125 MAIN STREET

DALLAS

RI-2-4361

New and Expanding Business



Texas Wholesale Grocers Locate in Brook Hollow

Texas Wholesale Grocers, Inc., are now housed in this new office and service center at 9100 Chancellor Row in the Brook Hollow Industrial District. The firm serves the Dallas-Fort Worth area. J. L. Williams Construction Company was the builder of the 15,000-square-foot facility, and Don Tobin, Realtor, negotiated for the lease.

► Brown Instruments Division of Minneapolis-Honeywell Regulator Company has occupied a new building at 2339 Farington Street in the Trinity Industrial District. Designed and erected by J. L. Williams & Company, Inc., the new facility will serve as a warehouse and line assembly plant for Honeywell. Robert L. Shaw of Watson & Watson, Realtors, handled lease negotiations.

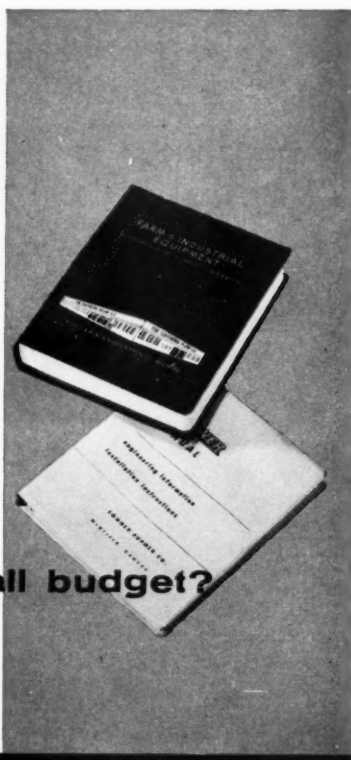
► Winston Fournier & Associates has opened an agency in Dallas specializing in financial and stockholder relations. After July first, offices of the firm will be in the new Fidelity Union Tower. For ten years, Mr. Fournier was a copy editor and reporter on The Wall Street Journal in Dallas, New York, Chicago and St. Louis. More recently, he was on the public relations staff of Texas Instruments, Inc.

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New and Expanding Business



The Fabricators Now Occupying New Building

The Fabricators, a division of Dallas Sheet Metal Works, Inc., manufacturers of equipment for the food service industry, has moved into this 28,000-square-foot plant at 3004 Irving Boulevard. The company services clients in Louisiana, Arkansas, Missouri, Oklahoma and Kansas. Don Tobin of Stanton Properties handled the lease.

► W. J. Winter Publications of Amarillo, Texas, a firm successfully engaged for the past 13 years in the publication of City and County Directories in West Texas, New Mexico, Colorado, Kansas and Oklahoma, has been purchased by E. J. Muth, Dallas oil man, and has opened offices in Dallas, at 5048 Pershing. The firm, which will

continue under the management of Mr. Winter, expects to put on a large expansion program throughout this territory, and is already compiling directories at Athens, Hillsboro, Mineral Wells and Pauls Valley. The operation of this firm is unique in that its publication includes a City Directory, a Criss-Cross and a Rural Directory all under the same cover.



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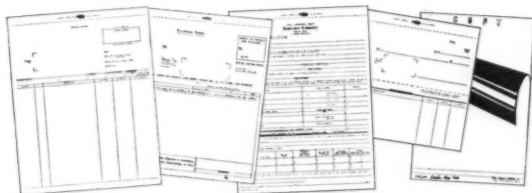
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New and Expanding Business—



Oscar Meyer, Sr., left, addressed Dallas business leaders at a special luncheon announcing the opening of their new Dallas facility, 318 Cadiz. This is the first operation of the firm in the Southwest. Mr. Meyer discusses the Dallas operation with Avery Mays, center, Dallas Chamber vice president who presided at the luncheon, and W. M. Rapchak, Dallas manager.

★

Business Week Opens Dallas News Bureau

Business Week Magazine opened its 14th domestic news bureau in Dallas on June 20. John E. Whitmore, III, formerly Business Week's assistant bureau manager in Houston, has been appointed manager of the new bureau.

Kenneth Kramer, managing editor, commented that the opening of the Dallas News Bureau "will greatly strengthen Business Week's editorial coverage of the key financial and trade center of Texas and the Southwest. It is further recognition of the growth and economic vitality of the Southwest and of Dallas in particular."

Business Week is one of the nation's leading general-business news magazine. It is sold by subscription only, exclusively to management men in business and industry. It claims the largest news gathering force of any business magazine. Business Week's own editors and reporters are augmented by the domestic and world-wide news gathering facilities of the McGraw-Hill Publishing Company, publishers of Business Week.

The Business Week news bureau in Dallas will be located in the new McGraw-Hill Publishing Company offices at 2100 Vaughn Building.

New and Expanding Business



Bosco Moves to New Headquarters

Bosco Bolt, Nut, Screw Company, manufacturers and distributors of industrial fasteners, has completed occupancy of this 28,283-square-foot building at 1900 South Central Expressway in Dallas. The facility includes warehouse and shipping facilities, city sales room and offices. Dabney-Aguirre, Architects, designed the building; Frank K. Dabney was the contractor, and Primrose Petroleum Company is the leasing agent.



Gulf Cone Company Starts Construction on New Plant

Gulf Cone Company of Dallas has begun construction on the first section of this new plant in Brook Hollow Industrial District. Site of the facility is a landscaped eight-acre tract on the southeast corner of Ambassador Row and Dividend Drive. The first unit now being erected is a 12,000-square-foot masonry building with truck-loading facilities and a rail spur. The Schwarz Company is the general contractor.

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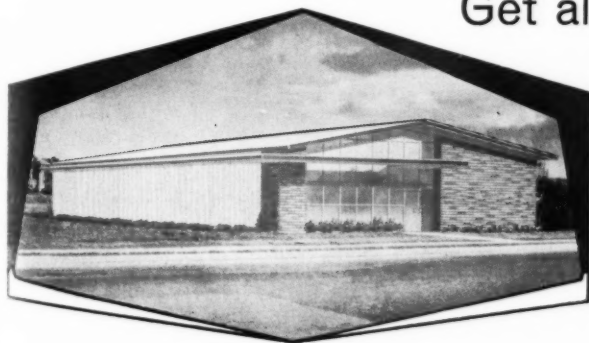
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Your
Insurance
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RI 8-6611

New and Expanding Business



This is artist's view of how a portion of new 36-hole DAC Country Club Course will look upon completion this winter. Expansion from 18 to 36-hole layout is part of Dallas Athletic Club's \$450,000 modernization program. Lake shown in this view is one of 13 that will dot the 300-acre course.

DAC Launches Expansion Program. Dallas Athletic Club and the DAC Country Club have launched a \$450,000 modernization program.

The interior of the Athletic Club building at St. Paul and Elm Streets is being extensively refurbished, including new rugs, carpeting, draperies and colorful murals for many areas of the downtown facility.

The golf course at the DAC Country Club will be expanded from an 18-hole to a 36-hole layout when the modernization program is completed. The architect for the new layout is Ralph Plummer.

★

► Frigikar Corporation's new plant at 10858 Harry Hines covers four acres and is bounded by Harry Hines Boulevard on

the front and by Denton Drive on the back. The firm now employs 254 people and produces many component parts for its automobile air conditioners which previously were purchased from vendors. Frigikar products are sold through 216 distributors in 43 states and 241 direct dealers in the Dallas trade area.

★

► Jackson's Business Machines has opened at 3129 Knox Street between Cole and McKinney Avenues. Owned by Jayne and Lowell Jackson, the new firm offers sales, service, and rentals of all makes and models of new and used machines. Rentals will be handled on both a straight rental basis and lease purchase agreement.



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Founded 1906

3221 Commerce St.

Dallas, Texas

RI 7-9161



Leco Moves to Monitor Street

Leco Electric Manufacturing Company, maker of Christmas tree lights and decorations, has moved into a just-completed building at 2235 Monitor Street in the Trinity Industrial District. The new Dallas plant is more than twice the size of former Cole Street facilities and will serve as southwest branch headquarters. The building, of cream colored brick, has air-conditioned offices and a warehouse area served by both truck docks and rail trackage. Gabriel Dushman, realtor, handled the lease negotiation. John Carsey was the general contractor.

▶ Jack C. Vaughn, prominent Dallas financier, has purchased the controlling stock interest in the National Empire Life Insurance Company of Dallas. Under the purchase plan, National Empire will continue as a separate insurance company under the direction of Hilton Painter, president, and its present staff of officers, with plans now being developed to expand operations in Texas and to enter other states. The company will move its home office to the Vaughn Building, 1712 Commerce Street, Dallas, in August. The directors elected Mr. Vaughn board chairman and also elected four other new directors: James W. Hughes, president of Sterling Motors, Inc., Dallas; Edgar A.

Pledger Jr., president of the Dallas County State Bank of Carrollton, Texas; Robert H. Young, an officer and director of several of the varied Vaughn interests; and Chris J. Wick, executive vice president and director of Spartan National Life Insurance Company. Mr. Vaughn also controls both Spartan National Life Company and Mid-Texas Life Insurance Company, each having home offices in Dallas.

National Life Empire now has life insurance force in excess of \$14 million with a margin of assets for every \$100 of liabilities. The company was founded in 1952.

JOE MABERRY & CO.

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Dallas *Pioneers*



Established

1857 Sanger Bros.
in Texas

Opened Dallas Store in 1872

1872 Huey & Philp
Company

Wholesale Hardware, Hotel and
Restaurant Supplies & Equipment

1874 Bolanz &
W. C. (Dub) Miller
Real Estate and Insurance

1875 Dallas Transfer &
Term. Whse. Co.
Warehousing, Transportation,
and Distribution

1876 Trezevant &
Cochran
Insurance Managers

1885 Mosher Steel
Company
Structural Reinforcing
Steel and Machinery Repairs

1889 J. W. Lindsley
& Company
Real Estate and Insurance

1892 The Egan
Company
Printing, Lithographing, and
Embossed Labels

1893 Oriental Laundry
and Cleaners
Finer Laundering, Cleaning,
and Fur Storage

1895 Rudolph's Mkt. &
Sausage Fac., Inc.
Quality Meats

1897 Anderson
Furniture Co.
Dallas' Oldest Furniture Store

1898 Etheridge
Printing Company
Printing, Lithographing, Engraving,
Office Supplies



DALLAS ornate City Hall at the turn of the century stood at the corner of Commerce and Akard diagonally across from the Old Oriental. Today—that same site is occupied by the Hotel Adolphus and the Old Oriental has been supplanted by the modern Baker Hotel. Dallas was moving ahead in the first decade of this century. Wholesale and retail sales were soaring to new heights. T. S. Armstrong began the development of Highland Park in 1907—and that same year A. C. Horn, Sr. started up in business in a small tin shop at 1205 Hord Street, no doubt spurred on by the optimistic building outlook. The firm continued business in that same location for the next four decades. In 1946, A. C. Horn Jr., assumed control of the business after the death of his father. In 1950 he moved the business to a new building at 1201 Hord Street and in 1950, the firm moved to its present location at 110 Leslie. Through the years this firm has handled an increasing volume of commercial and structural sheet metal installations. Major Horn projects include Southland Center, Braniff Maintenance Base at Love Field, sheet metal duct work on the Hartford Building and extensive contracts on the Trade Mart and Furniture Mart. Today—as new buildings rise on the downtown Dallas skyline, most of the old landmarks that radiated from Dallas' original townsite are being razed to make way for a new Dallas in the decade of the sixties.

Business Confidence Built on Years of Service

Old firms, like old friends, have proved their worth by dependable service through years of prosperity and adversity. The business pioneers listed on this page have played an important part in building Dallas. They have met the challenge of economic change through decades of sustained operations. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1899 Seay & Hall

All Lines of Insurance

1900 The Murray Co.
of Texas, Inc.

Carver Cotton Gin Division 1807
Boston Gear Works Division 1880
Industrial Supply Division 1907

1901 First Texas Phar-
maceuticals, Inc.
In Dallas Since 1903

1902 Hunter-Hayes
Elevator Co.
Passenger, Freight and Home
Elevators

1903 Republic Insurance
Company
Writing Fire, Tornado, Allied Lines,
Inland Marine, and Automobile
Insurance

1904 Burton & Wilkin
"Insurance Experience that Serves"

1906 Hesse Envelope
Company
Manufacturers of Envelopes
and File Folders

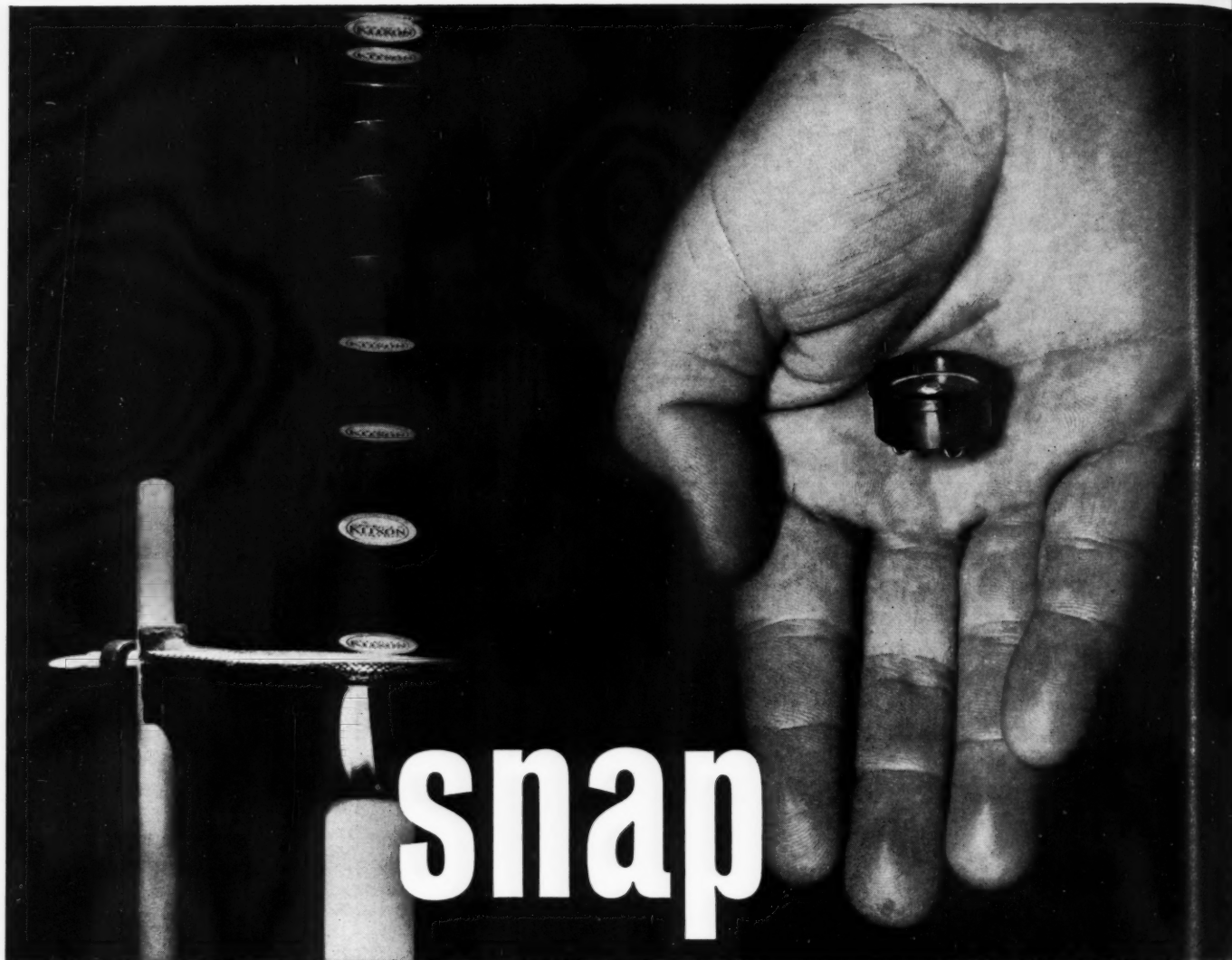
1905 Rubenstein &
Sons, Inc.
Gulf Princess, Ready To Fry
Breaded Shrimp
Lady Rite Shelled Pecans

1910 Moser Co.
Realtors
Industrial and Commercial
Leases and Sales

1911 Graham-Brown
Shoe Company
Manufacturing
Wholesalers

1912 Stewart Office
Supply Company
Stationers—Office Outfitters

1914 Koch & Fowler
and Grafe, Inc.
Consulting Engineers



... and KLIXON® saves 200 million electric motors from damage!

At home and at work, all of us benefit constantly from electric motor "muscles" in appliances and apparatus ranging from refrigerators to space vehicles.

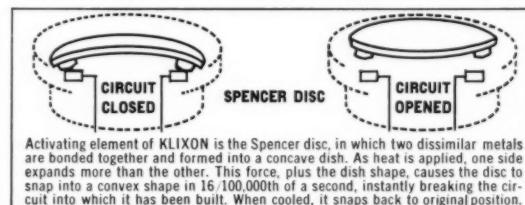
But, for a variety of reasons, we often overload and misuse these muscles, strain them past their design limits. They "burn out," causing the user inconvenience and expense, damage to other property, even danger of loss of life. The manufacturer suffers repair and replacement costs and damage to the reputation of his product and company.

At a time, when smaller motor packages are being called upon to carry increased loads, you can guard against these dangers by specifying an inexpensive Texas Instruments "brain" that will detect this muscle fatigue — overheating — and temporarily interrupt the motor's electrical circuit. *Only* KLIXON® motor protec-



tors give *total* protection against *all six causes* of motor damage resulting from overheating.

Heart of the KLIXON, over 200 million of which are in use in quality products, is a small, simple bimetallic disc (see caption). This disc and its application is a prime



Activating element of KLIXON is the Spencer disc, in which two dissimilar metals are bonded together and formed into a concave dish. As heat is applied, one side expands more than the other. This force, plus the dish shape, causes the disc to snap into a convex shape in 16/100,000th of a second, instantly breaking the circuit into which it has been built. When cooled, it snaps back to original position.

example of TI's Metals & Controls division's experience in metals and their uses, which benefits customers of all TI endeavors — semiconductors and components, military and commercial electronic systems, geosciences and instrumentation, and nuclear products.

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HOUSTON, TEXAS • VERSAILLES, KY. • ELIZABETH SOUTH, AUSTRALIA • ALMELO, HOLLAND • AVERSA, ITALY
BEDFORD, ENGLAND • BONNEVILLE, FRANCE • BUENOS AIRES, ARGENTINA • MEXICO CITY, MEXICO

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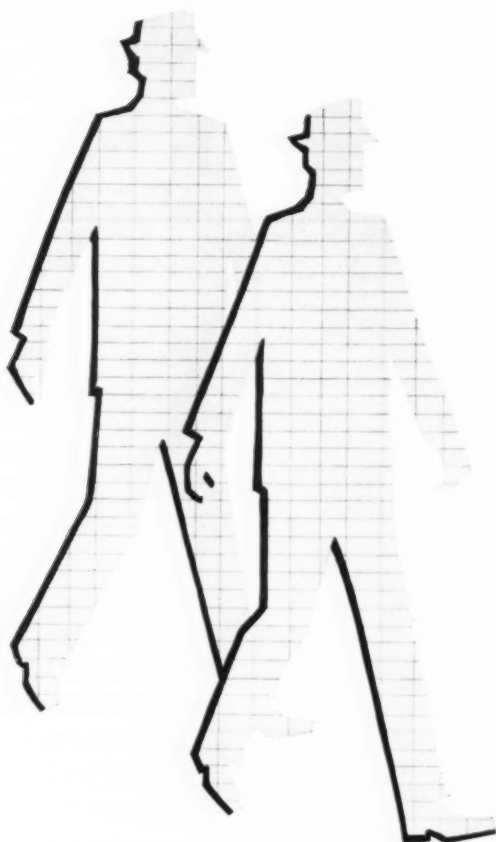


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